

The 2018
Annual
Reference
and
Vertical
Markets
Guides

Speech
TECHNOLOGY

THE
2018 STATE
OF THE
SPEECH
TECHNOLOGY
INDUSTRY
ISSUE



*SPEECH TECHNOLOGY
MAGAZINE'S*

2018 ANNUAL REFERENCE GUIDE

FEATURING

THE BUYERS AND VERTICAL MARKETS GUIDES

The speech technology industry is a diverse and dynamic one. Keeping up with the latest trends and technologies is tough—if not impossible. This year's Annual Reference Guide is a one-stop repository for everything you need to know about the industry for the upcoming year. From analytics to voice biometrics, the Annual Reference Guide will be the go-to reference guide for everyone!

This program is designed for companies which are looking to raise awareness and interest in their speech technology solutions and services. No matter which level of sponsorship you choose, participation in this year's Reference Guide will bring you to the forefront of the marketplace.

We hope you'll join us and be a part of this unique publication.

—The *Speech Technology Magazine* Team

SPEECH TECHNOLOGY MAGAZINE'S ANNUAL REFERENCE GUIDE

Circulation: 13,000+ including print, online, and downloadable PDF



The Annual Reference Guide covers trends and opportunities related to speech technology solutions and services.

Here's what you'll find in the *Annual Reference Guide*:

"STATE OF" ARTICLES ...

A look at the major developments and trends in six important industry sectors:

- Virtual Assistants
- Assistive Technologies
- Speech Analytics
- Voice Biometrics
- Speech Developer Platforms
- Speech Engines (Text-to-Speech, Speech Recognition/IVR)

ANNUAL REFERENCE GUIDE PROFILES ...

Highlight your company, products, or services with a Solutions Directory profile in the *Annual Reference Guide's Buyers and Vertical Markets* sections. Industry Directory profiles are positioned alphabetically, and your company can index its solutions in 39 categories in the Buyers Guide and and/or 19 industry segments.

AD SPACE DEADLINE	<i>December 15, 2017</i>	Contact: LaShawn Fugate Publisher, <i>Speech Technology</i> magazine 859-361-0667 lashawn@infotoday.com
INDUSTRY DIRECTORY and DISPLAY AD MATERIAL DUE	<i>January 4, 2018</i>	
MAIL DATE	<i>January 31, 2018</i>	

INTEGRATED ONLINE PROFILE (1 YEAR)

BENEFITS INCLUDE:

- Link to your social media networks—Twitter, LinkedIn, Facebook accounts.
- Company statement, products, and services.
- All editorial mentions of your company are automatically aggregated under your listing.
- Your logo is served automatically under any article mentioning your company.
- Choose unlimited Topic Centers and Vertical Market selections.
- Receive five links to your case studies, white papers, archived webcasts, or special landing pages.
- Includes Basic Company Listing in print.

Total Cost: **\$1,000**

TIER 1 — BASIC LISTING — PRINT ONLY OPTION

BENEFITS INCLUDE:

- Company name, address, phone, fax, email, and website in printed directory
- Company listing in only one Topic Center for print versions only

Total Cost: **\$400**

Company Name
Address
Address
000-000-0000
email@email.com
www.website.com

TIER 2 — 1/4 PAGE PROFILE — ONLINE AND PRINT

BENEFITS INCLUDE:

- Online Profile for 1 year
- Logo, company name, address, phone, fax, email, website, 100-word corporate description, and/or product description in print version
- Company listing in unlimited Topic Center categories for both the Buyers Guide and Vertical Markets Guide sections

Total Cost: **\$1,500**



Company Name
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TIER 3 — 1/2 PAGE PROFILE — ONLINE AND PRINT

BENEFITS INCLUDE:

- Online Profile for 1 year
- Logo, company name, address, phone, fax, email, website, five online links, 150-word corporate description, and/or product description in print version
- Company listing in unlimited Topic Center categories for both the Buyers Guide and Vertical Markets Guide sections

Total Cost: **\$1,800**



YOUR LOGO HERE

Company Name

Address
Address
000-000-0000
email@email.com
www.website.com

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TIER 4 — FULL PAGE WHITE PAPER/CASE STUDY SUMMARY — ONLINE AND PRINT

BENEFITS INCLUDE:

- Online Profile for 1 year
- Basic Listing in the alphabetical section of the Guide
- Logo, graphic (product or screen shot), company name, address, phone, fax, email, website, 750-word white paper summary
- Choose unlimited Topic Centers for both the Buyers Guide and Vertical Markets Guide Sections
- Receive leads on stand alone promotion of your paper AND contact information on readers downloading the PDF issue until April 1, 2018

Total Cost: **\$3,500** (includes 3-month lead-gen program)

White Paper/ Case Study Headline Here



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CHOOSE FROM THESE TOPIC CENTERS

Analytics	Internet of Things (IoT)	Speech Recognition
Auto Attendant Solutions	Mobile Solutions	Speech Solution Integration
Carrier/Service Provider	Natural Language Understanding	Speech to Text
Cognitive Learning	Omnichannel Technology	Testing Solutions
Computer Telephony Integration (CTI)	OnDemand Solutions	Text to Speech
Customer Interaction Technologies	Outsourced Services	Translation Services
Customer Self-Service	Packaged Applications	Tuning Solutions
Development Tools and APIs	Platform Providers	Usability Testing
Embedded Solutions	Proactive Engagement	User Interface Design
Hardware	Professional Services/Consulting	Visual IVR
Integrator	Smart Devices	Voice Control
Intelligent Agents	Speaker Identification/Authentication	Voice Prompt Recording Services
	Speaker Verification/Biometrics	Voice Search
		Workforce Optimization Solutions

CHOOSE FROM THESE VERTICAL MARKETS CATEGORIES

Advertising	Entertainment/Gaming	Retail
Assistive Technology	Financial Services/Insurance	Technology
Automotive/Telematics	Government/Security	Telecommunications
Call Centers	Healthcare	Travel/Transportation
Consumer Electronics	Hospitality	Utilities
Distribution/Warehouse	Manufacturing	
Education	Nonprofit	

ANNUAL REFERENCE GUIDE ADVERTISING 2018 Order Form

SPONSORSHIPS

OPTIONS	TOTAL
<input type="checkbox"/> Integrated Online Profile	\$1,000
<input type="checkbox"/> Tier 1	\$400
<input type="checkbox"/> Tier 2	\$1,500
<input type="checkbox"/> Tier 3	\$1,800
<input type="checkbox"/> Tier 4	\$3,500

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ARTWORK SPECS

Logos must be supplied as CMYK EPS (Mac format). ALL logos must be sent from a vector-based drawing program. Please convert all fonts to outlines and save image as an EPS file. If that is not possible, then logos must be sent as TIFF or JPEG files at least 300dpi with an output size of at least 5". NOTE: GIF files are not useable.

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Contact Name _____ Title _____
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Expiration Date _____ Signature _____
Total Quantity of ads ordered _____ Total (NET): \$ _____
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TERMS AND CONDITIONS: Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher receives the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by *Speech Technology*. Advertiser, and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

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