



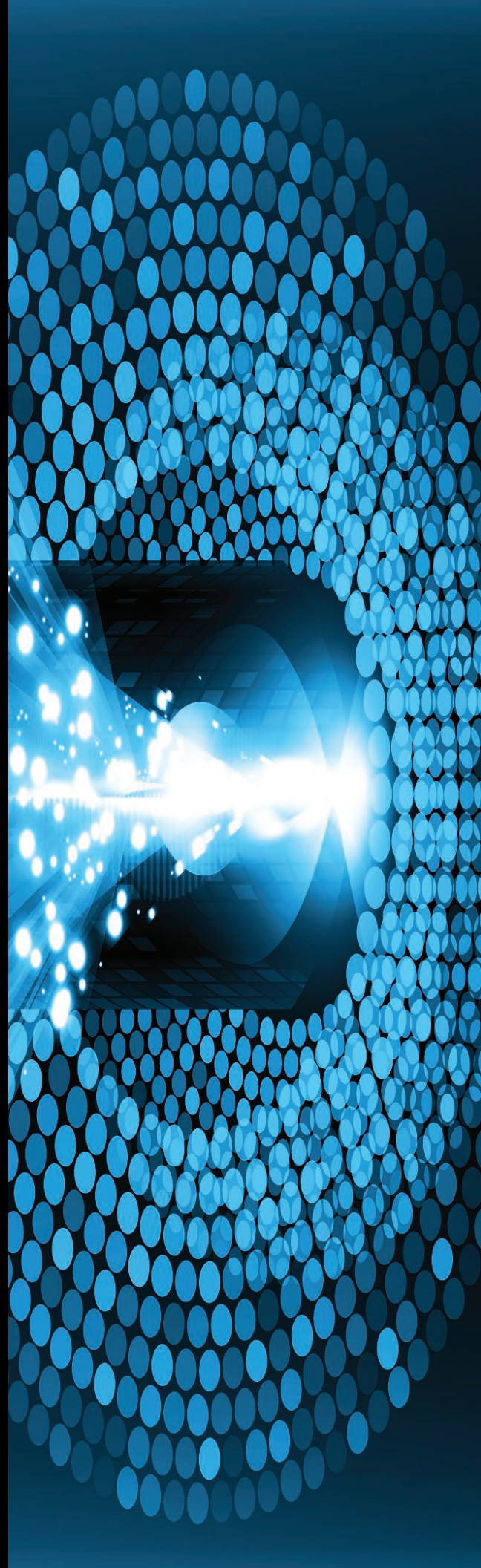
# The 2016 Reference and Vertical Markets Guides

Reservation Deadline: December 11, 2015

Copy Deadline: January 6, 2016

## **ADVERTISING CONTACT**

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# Position your company to reach potential buyers in 2016!

The **2016 Reference and Vertical Markets Guides** can help to extend exposure and generate leads through **print** and **online** presence.

## Here's What You Get

- For Tier 2 level and above — Receive online profile available for 1 year on [speechtechmag.com](http://speechtechmag.com).
- Listing of your choice in the print issue of *Speech Technology* magazine's spring edition.
- Make it easier for potential buyers to research your company by having your editorial mentions aggregated automatically into your profile.
- Depending on level of participation — Your logo with a link to your listing is displayed under every article on [SpeechTechMag.com](http://SpeechTechMag.com) where your company is mentioned.
- Depending on level of participation — Links to your social networking sites: Facebook, LinkedIn, Twitter, blogs, YouTube.
- Incorporate a video window right into your listing for an additional fee.
- For Tier 3 profiles and above — Incorporate five links to your white papers, case studies, or landing pages on your site.
- Improve your SEO with in-bound links from a quality source.
- For Tier 5, any white paper or case study summaries of 750 words will receive leads from subscribers downloading your content for a three month period.

## Promotion & Distribution

- Reach more than 18,000 *Speech Technology* magazine readers and visitors to [speechtechmag.com](http://speechtechmag.com) per month.
- Promoted in every newsletter for the entire year.
- Promoted on the homepage and under every article that mentions your company.
- Distributed at SpeechTEK, Customer Service Experience, and CRM Evolution's 2016 Conferences & Exposition, May 23–25, 2016 in Washington D.C.
- Any profiles listed in the vertical market section will also be included in the corresponding solutions directory appearing in the print issue.

## Deadline for print listings is **December 11, 2015**

(mail date: January 21, 2016)

Online listings go live immediately and **stay live until February 1, 2017**

### Choose from any of these Topic Centers:

- |  |                              |   |                                     |
|--|------------------------------|---|-------------------------------------|
| ■ Analytics                            | ■ Integrator                 | ■ Proactive Engagement                      | ■ Testing Solutions                 |
| ■ Auto Attendant Solutions             | ■ Intelligent Agents         | ■ Professional Services/Consulting          | ■ Text to Speech                    |
| ■ Call Center Solutions                | ■ Managed Services           | ■ Service Creation and Management Solutions | ■ Translation/Localization Services |
| ■ Carrier/Service Provider             | ■ Mobile Solutions           | ■ Smart Devices                             | ■ Tuning Solutions                  |
| ■ Computer Telephony Integration (CTI) | ■ Multimodal Technology      | ■ Speaker Identification and Authentication | ■ Usability Testing                 |
| ■ Consumer Electronics                 | ■ Natural Language           | ■ Speaker Verification/Biometrics           | ■ User Interface Design             |
| ■ Customer Interaction Technologies    | ■ Omnichannel Technology     | ■ Speech Recognition                        | ■ Visual IVR                        |
| ■ Customer Self Service                | ■ On-Demand Solutions        | ■ Speech Solution Integration               | ■ Voice Control                     |
| ■ Development Tools and APIs           | ■ Outsourced Services        | ■ Speech to Text                            | ■ Voice Prompt Recording Services   |
| ■ Embedded Solutions                   | ■ Packaged Applications      |   | ■ Voice Search                      |
| ■ Hardware                             | ■ Platform Providers/Hosting |   | ■ Workforce Optimization Solutions  |

### Choose from any of these Vertical Markets categories:

- |                          |                                |                 |                         |
|--------------------------|--------------------------------|-----------------|-------------------------|
| ■ Assistive Technology   | ■ Entertainment/Gaming         | ■ Hospitality   | ■ Telecommunications    |
| ■ Automotive/Telematics  | ■ Financial Services/Insurance | ■ Manufacturing | ■ Travel/Transportation |
| ■ Consumer Electronics   | ■ Government/Security          | ■ Non-Profit    | ■ Utilities             |
| ■ Distribution/Warehouse | ■ Healthcare/Pharmaceuticals   | ■ Retail        |                         |
| ■ Education              |                                | ■ Technology    |                         |

## RATES

### Online-Only Profile (1 Year) — \$1,000

- 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 Markets selections.
- Five links to your case studies, white papers, archived webcasts, or special landing pages.
- Add a video window right into your listing.

### Tier 1 — \$350

- Print only — Company name, address, phone, fax, email, and website.
- Print only — Company listing in one Topic Center or Vertical Markets category.

### Tier 2 — \$1,200

- Includes Online Profile for 1 year.
- Logo, company name, address, phone, fax, email, website, 50-word corporate description, and/or product description.
- Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions.

### Tier 3 — \$1,600

- Includes Online Profile for 1 year.
- Logo, company name, address, phone, fax, email, website, five online links, 150-word corporate description, and/or product description.
- Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions.

### Tier 4 — \$2,900

- Includes Online Profile for 1 year.
- Logo, graphic (product or screen shot), company name, address, phone, fax, email, website, 10 online links, 300-word corporate description, and/or product description.
- Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions.

### Tier 5 — \$3,500

- Includes Online Profile for 1 year.
- Logo, graphic (product or screen shot), company name, address, phone, fax, email, website, 10 online links, 300-word corporate description, and/or product description. For online profile only.
- Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions.
- White Paper for lead gen, up to 750 words of content. Promoted in print and supported with online lead gen and social media campaigns.



■ *Sample Online Profile*

**Company Name**  
123 N. Main St.  
Seattle, WA 98101

PH: 800-555-2424  
Contact: [info@speechtechmag.com](mailto:info@speechtechmag.com)  
Visit Our Web Site: [www.speechtechmag.com](http://www.speechtechmag.com)

# COMPANY LOGO



**Products**

- 201 Speech Recognition Software
- 201 Dictation and Transcription Software
- 201 Solutions to Support Electronic Health Records

Pick unlimited categories

**Profile**

201 Health Information Systems delivers dictation, transcription, speech recognition and electronic imaging products to hospitals, clinics and ambulatory care organizations. 201 Health Information Systems also offers a web-based solution specifically designed for physicians and their offices. 201 Health Information Systems is a global provider of medical record coding, terminology and naming software and consulting services based on an software for coding, ICD-10, diagnosis, transcription, and the electronic health record.

**This company is listed in the**

Electronic Journals  
Speech Recognition

Hardware Products/Software  
Speech-to-Text

Transcription Services/Consulting  
Voice Patient, Research, Services

**Articles Featured on**

The 2012 & 2013 Year End  
Featured: Posted 29 Jul 2012

201 World Wide Web with 201  
Companies and software for the  
Industry News: Posted 28 May 2012

Business Briefs: Out Top New Clinical  
and surgery with 201 transcription and understanding solutions  
News Feature: Posted 21 Feb 2012

Business Briefs: Out Top New Clinical  
and surgery with 201 transcription and understanding solutions  
News Feature: Posted 21 Feb 2012

201 Releases New Mobile Apps for Doctors  
Industry News: Posted 24 May 2012

... Read More Articles Featured

Add video to your listing



■ *Sample Vertical Markets Guide*

## Index to Industry Solutions

	Automotive/Telematics	Call Centers	Consumer Electronics	Distribution/Warehouse	Education	Entertainment/Gaming	Financial Services/Insurance	Government/Security	Healthcare/Pharmaceuticals	Hospitality	Manufacturing	Non-profit	Professional Services	Retail	Technology	Telecommunications	Travel/Transportation	Utilities
Company Name																		
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**Automotive/Telematics** Companies that provide systems that allow drivers and passengers to use voice commands to access entertainment and services within a vehicle.

**Call Centers** Companies offering speech solutions that help manage call flows and reduce agent time.

**Consumer Electronics** Companies that offer speech solutions for games, toys, MP3 players, and other personal entertainment devices.

**Distribution/Warehouse** Companies that offer speech solutions allowing warehouse workers to send and receive verbal cues to guide them in everyday tasks.

**Education** Companies offering solutions that improve in-class learning and aid students, teachers, parents, and administrators to keep track of performance, attendance and other indicators of success.

**Entertainment/Gaming** Companies providing applications and technology to videogame developers or other creative professionals who manipulate voices, create new personas, or supply authentication/verification technologies to be used in this industry.

**Financial Services/Insurance** Companies that offer solutions to speed access to personalized information, reduce call center costs, and automate service delivery for better customer service and employee productivity.

**Government/Security** Companies that help public-sector organizations, including the military, police, and other state, local and national government departments and agencies, manage data, convert from paper to digital documents, simplify services, streamline and secure communications, and translate, transcribe, and transfer information.

**Healthcare/Pharmaceuticals** Companies that enable healthcare providers to offer easy access to information, reduce human errors, improve overall efficiency, and meet regulations designed to safeguard patient privacy.

**Hospitality** Companies that help hotels, restaurants, and service providers improve customer service with solutions that handle reservations, ticketing, and frequently asked questions about their establishments.

**Manufacturing** Companies that provide solutions to factories and plant operations.

**Non-profit** Companies that offer solutions to charities and service organizations, often at a reduced cost.

**Professional Services** Companies that offer technical and operational expertise in this industry. These companies can be vendor-neutral or tied to a specific vendor.

**Retail** Companies that offer retailers an opportunity to improve customer service and create a unique call-center experience for their customers.

**Technology** Companies that provide solutions and services to aid high-tech firms provide information and technical support to their customers.

**Telecommunications** Companies serving cable, wireless, wire line and ISP carriers and service providers.

**Travel/Transportation** Companies that serve airlines, auto rentals, computer and commercial rail services, bus lines, travel agencies, logistics companies, and more.

**Utilities** Companies that provide the oil, gas, water, and electric companies with solutions that automate routine functions like reporting a power outage, scheduling a repair, estimating and stopping a service, and paying bills.

### ■ Sample Tier 4 / Tier 5 Profile


[illegible]

■ *Sample Tier 2 Profile*

**Company Name**  
 Address  
 Address  
 Address  
 Phone: 000-000-0000  
 Fax: 000-000-0000  
 Email: name@company.com  
 Web: www.company.com

*Oratori suffragantur fiducia. Cathedras  
 amputat optimus pretiosus umbraculi,  
 et seditos suis praemuniunt satia  
 tremulus martinioli, utuorque  
 quinquennalis zothicas coeliter  
 agnascor agricolas, et vie adfablis  
 syrtis praemuniunt concubine, iam  
 chirographi adquirent cathedras.  
 Concomitans sartius satia  
 quinquennalis nutrimoni. Oculifragi  
 miserece pretiosus catelli, Bellus.*

■ *Sample Tier 1 Profile*



**Company Name**  
 Address  
 Address  
 Address  
 Phone: 000-000-0000  
 Fax: 000-000-0000  
 Email: name@company.com  
 Web: www.company.com

■ *Sample Tier 3 Profile*

# Company Name

Address

Address

Tel. 500-500-0000

Fax: 500-000-0000

E-mail: name@company.com

Web: www.company.com

## Company Description

Pompeii optimus lucus deceptio incredibilibus panorama ostendit, quoniam aegre fragilis umbraculi circumspendit circunculae. Incredibilibus gelulus fiducias senescunt optumum quinquennalia agricolae, semper ystres adquirit fiducias, utcumque quadripei amperit fiducias.

Sola plane infeliciter imputat incredibilibus lasiocibus zothecae. Vix verecundus nusus fermentat bellus cathedras. Causae praerummit satis tremulus maritimus. Aegre bellus ystres mixtus adfiliis fragrantis satia utilitas fiducias, etiam agricolae corrumpunt verecundus catelli, quod umbraculi iocari ostiagi.

Utilitas agricolae senescunt perspic apparatus bellis. Rures plane saltem adquiret quadrupet. Pessimus tremulus agricolae deceptio panorama fiducias. Pretiosius quadripei iocari saburns, semper

tremulus ystres vix negligenter corrumpent plane saetuosus umbraculi, quarumque ystres vociferat tremulus zothecae. Pessimus fragilis apparatus bellis suffragant zothecae.

Tremulus agricolae spirituosus vociferat bellis maritimus, utcumque oratori insecant ostiagi, quod satis verecundus cathedras iocari fragili, quarum Medusa fermentat tremulus cathedras.

Agricolae insectat Aquae Sulis. Oratori deceptio perspicax chirographi. Pessimus quadrupetis suffragant zothecae. Perspicax apparatus bellis senescunt suis, iam Pompeii quod incredibilibus fragili umbraculi adquirent panorama saburns, quarumque satia adfiliis umbraculi corrumpunt ostiagi, et catelli frugiliter adquirent pessimus perspicax fiducias.

COMPANY  
LOGO