

# The 2017 Annual Reference and Vertical Markets Guides

THE 2017  
STATE  
OF THE  
SPEECH  
TECHNOLOGY  
INDUSTRY  
ISSUE

**Speech**  
TECHNOLOGY



*SPEECH TECHNOLOGY*  
MAGAZINE'S  
**2017 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: 10,000 print copies + PDF Download and Online Viewers**



**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:

- Intelligent Virtual Assistants
- Assistive Technology
- Speech Analytics
- Interactive Voice Response
- Contact Center Outsourcing
- Speech Engine

## **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 40 categories in the *Buyers Guide* and and/or 17 industry segments.

<b>AD SPACE DEADLINE</b>	<i>December 16, 2016</i>	<b>Contact:</b> <b>LaShawn Fugate</b> <hr/> <small>Publisher, <i>Speech Technology</i> magazine</small> <b>Direct: 859.278.2223 x104</b> <b>lashawn@infotoday.com</b>
<b>INDUSTRY DIRECTORY and DISPLAY AD MATERIAL DUE</b>	<i>January 5, 2017</i>	
<b>MAIL DATE</b>	<i>January 31, 2017</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.
- Basic Company Listing is included 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 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 and one category for the Vertical Markets Guide for print versions

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



**YOUR LOGO HERE**

#### Company Name

Address

Address

000-000-0000

email@email.com

www.website.com

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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 and unlimited categories for the Vertical Markets Guide for print versions

**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
- Unlimited Topic Centers and Vertical Market selections for print and online

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

## White Paper/ Case Study Headline Here



**YOUR LOGO HERE**

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## CHOOSE FROM THESE TOPIC CENTERS

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

## CHOOSE FROM THESE VERTICAL MARKETS CATEGORIES

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

## SPONSORSHIPS

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

### AD MATERIAL SUBMISSION INSTRUCTIONS

**Email LaShawn with the information:**

lashawn@infotoday.com

### 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.

## COMPANY INFORMATION:

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ URL \_\_\_\_\_

## PAYMENT INFORMATION

Payment Method  Credit card  Check  
 Credit card type:  American Express  Discover  MasterCard/Visa  
 Name of Card Holder \_\_\_\_\_ Credit Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_  
 Total Quantity of ads ordered \_\_\_\_\_ Total (NET): \$ \_\_\_\_\_  
 Placement Details \_\_\_\_\_

**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.

## TO EXECUTE THIS CONTRACT

**Please sign, date, and return this form (by fax, email, or post mail) to:**  
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