Take advantage of the following programs:

› Online Directory
› Cost Per Lead Programs
› Web Events
› Lead-Gen Best Practices Series
› Display Advertising Rates and Specs
› Annual Reference and Vertical Markets Guides
› Research
› Newsletter and Email Products
ABOUT SPEECH TECHNOLOGY MEDIA

Editorial Mission:
To be the definitive source of speech technology news, analysis, and deployment strategies

SPEECH TECHNOLOGY MAGAZINE
› The magazine is published four times per year: Winter, Spring, Summer, and Fall.
› Every issue offers in-depth features, deployment stories, and analysis of the most topical speech technology news. Industry experts also offer strategy and technology advice on various topics.
› Distributed via print and downloadable PDF, each issue goes to more than 10,000 qualified readers plus online viewers.
› Readership is heavily weighted with C-level executives, presidents, owners, and industry leaders in key markets.
› Speech Technology magazine is recognized worldwide as the leading source of information on the products and technologies affecting the speech technology industry. The bimonthly trade publication delivers essential news to end users of the technology, value added resellers, integrators, developers, investors, plus enterprise and contact center professionals. It is the only magazine strictly dedicated to providing comprehensive and independent coverage of information impacting speech technologies.

SPEECHTEK CONFERENCE & EXHIBITION
April 9–11, 2018
› This has been the premier global event for 23 years.
› This is an amazing opportunity for your company to be positioned as a thought leader within the industry.
› Show your status and leadership within the industry by being an event sponsor.
› COST-EFFECTIVE AND TARGETED
SpeechTEK offers an affordable way to reach decision makers looking for information and to purchase solutions for their businesses. Don’t miss the opportunity to share your knowledge and expertise and to demo applications to potential buyers.
› INTERNATIONAL REACH
SpeechTEK is backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media, and web advertising; association partnerships; and a PR campaign. With this level of promotion and the combination of a world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face-to-face and network with international customers and integrators of speech technologies.

RESERVE YOUR SPACE TODAY!
LaShawn Fugate, Publisher
(859) 278-2223, ext. 104
Email: lashawn@infotoday.com
ONLINE AUDIENCE

WHO VISITS SPEECHTECHMAG.COM?

› Buyers responsible for solutions across various vertical markets
› Top-level executives and IT managers from Fortune 1000 enterprises
› Business decision makers
› Technology decision makers
› Hosting companies
› Call center service providers
› Software and hardware companies
› Voice prompt companies
› Managed service providers
› Professional services/consulting
› VUI designers
› Developers
› Mobile solution providers
› Biometric solution providers
› Testing providers

TOP FIVE COUNTRIES VISITING SPEECHTECHMAG.COM

› U.S.
› India
› U.K.
› Germany
› Canada

ONLINE STATS

SPEECHTECHMAG.COM DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Level</th>
<th>Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C level</td>
<td>Corporate/General Management</td>
<td>14%</td>
</tr>
<tr>
<td>Vice President</td>
<td>Customer Service</td>
<td>8%</td>
</tr>
<tr>
<td>Director</td>
<td>Customer Experience</td>
<td>8%</td>
</tr>
<tr>
<td>Manager</td>
<td>Sales</td>
<td>3%</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Marketing</td>
<td>9%</td>
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<tr>
<td>Staff</td>
<td>Technical/IT/Web/Developer</td>
<td>39%</td>
</tr>
<tr>
<td>Technical</td>
<td>Integrator/Consultant</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Level: C level 11%  Vice President 13%  Director 17%  Manager 22%  Supervisor 5%  Staff 8%  Technical 24%

Department: Corporate/General Management 14%  Customer Service 8%  Customer Experience 8%  Sales 3%  Marketing 9%  Technical/IT/Web/Developer 39%  Integrator/Consultant 14%  Other 5%

81% of those taking the 2017 reader survey read the publication for industry trends and news.

44% read for both technical "how to" and as a research tool.

Where is your company primarily allocating budget in the next 12 months?

30% New Installations
70% Upgrades/Modifications to Legacy Systems

Source: Speech Technology 2017 Reader Survey

I find Speech Technology a very reliable source of reviews and new trends in the market. I periodically visit your site when I get a chance or if I am checking on upcoming webinars or presentation papers to review.”

TECHNICAL SERVICE SPECIALIST
WELLS FARGO BANK
ONLINE LEAD- AND DEMAND-GEN OPPORTUNITIES

EWEEKLY INDUSTRY NEWS
The eWeekly industry newsletter is distributed each Wednesday with accurate news from across the industry.

CIRCULATION: 13,000+ FREQUENCY: Every Wednesday

RATES

| 1 month of sponsorship, top position | $800 per month |
| 3 or more months of sponsorship, top position | $600 per month |

SPONSOR ADVERTISING SPECIFICATIONS:

› Description of 75 words (or less) of text.
› One URL linking back to your site.
› A 468x60 or 468x120 banner ad in JPEG, GIF or PNG file format. Flash is prohibited. Banner ads must be no larger than 468x120 pixels, at 72dpi. Banners ads must be smaller than 50k.
› Banner is featured on the SpeechTechMag.com website for the same week, giving you added exposure and impressions.
› Sponsorship is archived by issue date on SpeechTechMag.com (all sponsor links remain active).
› Use eWeekly sponsorships to support your presence within the industry and help drive traffic to your site.

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LaShawn Fugate, Publisher
(859) 278-2223, ext. 104
Email: lashawn@infotoday.com

SPONSORED CONTENT MAILINGS
These HTML Speech Bulletin Sponsored Content Mailings are distributed each Thursday featuring third-party offers.

CIRCULATION: 9,200 FREQUENCY: Weekly

RATES

| 2 blasts: 1 each week for 2 weeks | $3,600 |
| 4 blasts: 1 each week for 4 weeks | $6,500 |

SPONSOR ADVERTISING SPECIFICATIONS:

› Creative must be 100% complete and ready to be proofed. Special characters, such as copyright, trademark, em- and en-dashes, must be rendered as properly escaped HTML code. We cannot be held responsible if a broadcast is compromised due to improperly formatted HTML characters.
› All creatives must be provided a full 3 days in advance.
› Any additional work, beyond standard specifications, by Speech Technology magazine staff is subject to a $250 design fee.

PROMOTE THE FOLLOWING:
› White Papers › Case Studies › Product Launches › Webinars › Surveys

MULTICHANNEL SPONSORED GUEST COMMENTARY PROGRAM
Be a thought leader in your field and promote valuable insights that can affect audience buying power. Sponsored Guest Commentaries will be posted to our homepage at the beginning of the month for a 90 day period, included in 12 Speech Technology eWeekly newsletters, and featured in one issue of Speech Technology magazine (up to 750 words).

RATES

$7,000

Content may be changed online up to two times per month.

RESERVE YOUR SPACE TODAY!
LaShawn Fugate, Publisher
(859) 278-2223, ext. 104
Email: lashawn@infotoday.com

Updated on 11/16/2017
ONLINE COST PER LEAD PROGRAM

- Promote entire white papers and/or case studies online beginning at $50 per lead. This base rate does not include any filters.
- Lead reports are generated each Friday.
- Promoted through homepage, featured in each issue of the eWeekly newsletter and through dedicated email blasts.

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BEST PRACTICES TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2018</td>
<td>AI for the Enterprise&lt;br&gt;How to Develop Speech Recognition APIs&lt;br&gt;Deep Neural Networks? Please Explain</td>
</tr>
<tr>
<td>Spring 2018</td>
<td>Chatbots in Banking&lt;br&gt;Conversational Systems (NLU and SR)&lt;br&gt;Trends and Best Practices for Customer Service Applications Using Speech</td>
</tr>
<tr>
<td>Summer 2018</td>
<td>Trends in Mobile Voice Search&lt;br&gt;Trends and Best Practices for Speech in Customer Experience&lt;br&gt;Hardware Acceleration for Speech</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>AI and Advanced Machine Learning&lt;br&gt;Voice Biometrics and IoT Security</td>
</tr>
</tbody>
</table>

Reserve Your Space Today! LaShawn Fugate • Publisher • (859) 278-2223, ext. 104 • Email: lashawn@infotoday.com
SpeechTechMag.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology.

All banners must conform to the following specifications:
- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through DoubleClick for Publishers (DFP).

SpeechTechMag.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Submission Instructions
Submit all creative to:
- LaShawn Fugate: lashawn@infotoday.com
Include live linking URL and ALT text.
(ALT text may not exceed 25 characters including spaces.)

### Creative Specifications
- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and rich media, including Flash.
- Flash files (.SWF) must be in Flash 10 (or earlier) format and can use Action Script 3 (or earlier versions).
- Flash 11 is NOT acceptable.

### clickTAG Code
On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible “action button” the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets redirected to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2:
```javascript
on (release)
{
getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change ‘Link_1’ to the instance name of your clickTAG button):
```javascript
Link_1.addEventListener(MouseEvent.MOUSE_UP, function(event: MouseEvent): void {
    var sURL: String;
    if ((sURL = root.loaderInfo.parameters.clickTAG)) {
        navigateToURL(new URLRequest(sURL), "_blank");
    }
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP and is specified in that code as the “clickTAG” variable.

N.B. “clickTAG” must be spelled exactly as above (“click” in lower case, and “TAG” in capital letters).

### Counting Impressions & Clicks
DoubleClick for Publishers counts impressions only when a creative is viewable in a user’s browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.
WEB EVENT FORMATS

What are Speech Technology Magazine Web Events?

› Every Speech Technology magazine webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand, and identifies your company as a thought leader.
› Web Events are 1-hour interactive platforms that are broadcast live on the web with streaming audio or can be formatted in shorter increments for various programs as well.
› Live polling, survey, and Q&A sessions make compelling content.
› Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
› Roundtable Format: Up to three vendors discussing an important topic and interacting with audience through live Q&A session

What You Get

› Highly qualified, actionable leads which continue for 90 days postevent
› Extensive event registration program with multiple marketing touchpoints
› Sponsor Exclusivity – Control 100% of the content in a standalone event and keep 100% of the leads.
› Brand Leverage – Use the strength of the Speech Technology brand. Moderated by Speech Technology magazine senior staff.
› A Managed Process – We take care of all of the details: marketing, registration, technology, follow-up.
› Experience You Can Trust – Information Today, Inc. has been producing streaming Web Events since 1998.

Benefits

› Generate leads
› Nurture current leads
› Interact with current customers
› Thought leadership support
› Brand awareness
› Ecosystem support and promotion

Action List

Our aggressive online campaign includes the following:

› HTML email invitation to our 13,000-name database of your best customers and prospects
› Banner advertising on SpeechTechMag.com
› 3 pre-promotions in Speech Technology magazine's eWeekly newsletter, distributed to more than 13,000+ subscribers each week
› A reminder email to all registrants prior to the event
› Phone call reminder to all registrants
› Collaboration with other Information Today, Inc. media properties where applicable
› Complete registration of attendees with sponsors' customized qualifying questions
› Confirmation emails with Outlook iCalendar reminder
› Desktop sharing and video clips
› Postevent thank you email with links to archive for both attendees and nonattending registrants
› Optional postevent survey of registration list
› Access to all registrations, including postevent registration for the archived version for a period of 90 days afterwards
› Sponsored webcast archived on SpeechTechMag.com

Examples of Past Attending Companies

› AT&T
› Blue Shield of California
› CareFirst
› Cigna
› Dell Computers
› DTE Energy
› Fidelity Investments
› Humana
› MassMutual
› MetLife
› Pfizer
› Scotia Bank
› Time Warner Cable
› University of Chicago
› USAA
› Verizon
› Walgreens
› Wells Fargo
› Xerox
AUDIENCE PROFILE

SPEECH TECHNOLOGY MAGAZINE DEMOGRAPHICS

Readers include C-level executives (CEO, CTO, CIO), corporate and general management, customer service/sales/marketing professionals, technical/IT/web developers, consultants, and IT/IS management, representing contact centers, enterprises, developers, and integrators. Subscribers are regularly researching and implementing new strategies. They’re volume buyers of speech technology solutions who have the power to make purchasing decisions.

Speech Technology magazine is read by more than 10,000 global executives and professionals via online and print. They are forward-thinking industry leaders who are continually looking for ways to leverage this technology for their businesses. The magazine is a quarterly publication distributed in the winter, spring, summer, and fall to executives and professionals who qualify by subscribing online (SpeechTechMag.com).

Top Five Areas of Interest to Readers Who Took This Survey:
› Analytics
› Biometrics
› Mobile
› Customer Interaction Solutions
› Developer Tools and APIs

I like to stay informed on technical innovations and architectures such as client embedded and cloud architectures.”

PRODUCT MANAGER
INTEL AUTOMOTIVE

REACH QUALIFIED DECISION MAKERS FROM COMPANIES SUCH AS:

Amazon
American Airlines
American Express
American Heart Association
Apple
AT&T
Bank of America
Bank One
Bell South
Best Buy
Canon ITS
Capitol One
CareFusion
Citi Corp.
Cspire
Dell
Delta Airlines
Disney
DTE Energy
E-Trade
FedEx
Ford Motor Company
GEICO
General Electric
GlaxoSmithKline
Google
HP
Hyatt Hotels & Resorts
IBM
JP Morgan
Kindred Healthcare
LexisNexis
LG Electronics
Mayo Clinic
Microsoft
Motorola
NASA
North Shore Credit Union
Office Depot
Panasonic
PBS
Progressive Insurance
Rite Aid
Rosetta Stone
Siemens
SunTrust
Target
T-Mobile
TomTom
Toyota
United Healthcare
UPS
USAA
U.S. Army
U.S. Customs
U.S. Department of Energy
U.S. Postal Service
VA Medical Center
Verizon
Visa
Wells Fargo
Xerox
DATA POINTS

10,000 circulation

Who reads Speech Technology magazine?

89% consider Speech Technology magazine and SpeechTechMag.com important sources of information they can’t find anywhere else.

83% consider themselves to be advocates for speech technology in their organizations.

81% consider Speech Technology magazine and SpeechTechMag.com their favorite sources of speech-related information.

95% say reading Speech Technology magazine helps them professionally.

On average, pass along readership is 1.5 readers per issue.

Who subscribes to Speech Technology magazine?

BY JOB LEVEL

C-Level/EVP/VP 24%
Director/Manager/Supervisor 45%
Staff 8%
Technical 24%

Number of Employees in Readers’ Companies

28% have more than 20,000 employees.
50% have more than 1,000.
The average number of employees is 7,971.

Revenue of Readers’ Companies

25% — more than $5 billion
47% — more than $500 million
The average company revenue is $1.8 billion.

What type of purchasing influence do our readers have?

17% Business decision makers
43% Technology decision makers
28% Both

Readers of the publication are interested in product announcements and real-world speech solutions in action.

Source: Speech Technology 2017 Reader Survey

Keeping up to date with the latest trends is definitely the most valuable part of the magazine for me. I have my RSS reader set up, so I can get all the headlines as they come in.”

SENIOR IVR ENGINEER
EMMI

Updated on 11/16/2017
How do our readers expect their budgets for speech-related products and services to fare in 2018?

- 6% Increase more than 25%
- 17% Increase between 10–15%
- 31% Increase between 0–10%
- 42% Stay the same
- 2% Decrease between 0–10%
- 0% Decrease between 10–25%
- 2% Decrease more than 25%

The average increase forecasted for speech-related budgets in 2018 is 5% more than 2017 levels.

The most valuable elements to me are use cases on how other organizations have used or are using speech technologies to drive improvements.”

SENIOR DIRECTOR CUSTOMER EXPERIENCE
TSYS

70% of those readers taking the latest survey stated that they will be upgrading or modifying their legacy systems rather than purchasing new equipment.

Budgets for Speech-Related Products and Services

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than $500,000</td>
<td>23%</td>
</tr>
<tr>
<td>More than $100,000</td>
<td>46%</td>
</tr>
</tbody>
</table>

Average budget forecasted for 2018 for speech-related products is $240,000.

Readers say that speech solutions are deployed or are planned to be deployed in the following areas within 12 months:

- Customer Service: 66%
- Customer Experience: 59%
- Personal Productivity: 24%
- Voice Biometrics: 24%
- IoT: 16%

Source: Speech Technology 2017 Reader Survey
# Editor’s Calendar for 2018

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>CLOSE DATES</th>
<th>MAIL DATE</th>
<th>FYI VERTICAL MARKET</th>
<th>FEATURE STORIES</th>
<th>BEST PRACTICES SERIES ADVERTISING SUPPLEMENT</th>
<th>WEBINAR ROUNDTABLE OPPORTUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Feb/Mar/Apr)</td>
<td>Space Close: 12/15</td>
<td></td>
<td></td>
<td>• Speech engines (text-to-speech/speech recognition/IVR)</td>
<td>› AI for the Enterprise</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Speech developer platforms</td>
<td>› How to Develop Using Speech Recognition APIs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Speech analytics</td>
<td>› Deep Neural Networks? Please Explain</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Virtual assistants</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Assistive technologies</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Voice biometrics</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorial Close: 3/22</td>
<td>5/1</td>
<td>Travel/Hospitality</td>
<td>› Building Cross-Platform Conversational Interfaces</td>
<td>› Chatbots in Banking</td>
<td>› Voice Search and the Enterprise (May 22)</td>
</tr>
<tr>
<td><strong>SPRING</strong></td>
<td>Space Close: 3/16</td>
<td></td>
<td></td>
<td>› Blending Self-Service With Assisted Service</td>
<td>› Conversational Systems (NLU and SR)</td>
<td></td>
</tr>
<tr>
<td>(May/Jun/Jul)</td>
<td></td>
<td></td>
<td></td>
<td>› Using Speech for Regulatory Compliance</td>
<td>› Trends and Best Practices for Customer Service Applications Using Speech</td>
<td></td>
</tr>
<tr>
<td><strong>SUMMER</strong></td>
<td>Space Close: 6/15</td>
<td></td>
<td></td>
<td>• Speech Luminaries</td>
<td>› Trends and Best Practices for Speech in Customer Experience</td>
<td></td>
</tr>
<tr>
<td>(Aug/Sep/Oct)</td>
<td></td>
<td></td>
<td></td>
<td>• Star Performers</td>
<td>› Hardware Acceleration for Speech</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorial Close: 6/21</td>
<td>10/30</td>
<td>Robotics/Toys</td>
<td>› Improving Conversational Virtual Assistants With Natural Language Processing</td>
<td>› AI and Advanced Machine Learning</td>
<td>› Data Extraction for Personalization of Services (November 13)</td>
</tr>
<tr>
<td><strong>FALL</strong></td>
<td>Space Close: 6/15</td>
<td></td>
<td></td>
<td>› Extracting User Data (Age, Gender, Emotional State, Language, etc.) From Speech Applications</td>
<td>› Voice Biometrics and IoT Security</td>
<td></td>
</tr>
</tbody>
</table>

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**SpeechTEK Conference:** April 9–11, 2018, in Washington, D.C.
SPEECH INDUSTRY AWARDS

Awards Issue: Summer 2018

› Speech Technology magazine’s Speech Industry Awards recognize the successes and innovations of individuals (Luminaries), vendors (Star Performers), and user companies (Implementation Awards) during the previous 12 months. In honoring our winners, we show how their contributions are furthering the industry and shaping its future.

› SPEECH LUMINARY AWARDS recognize industry professionals who have worked tirelessly to advance the causes of their respective companies or organizations and to increase awareness and acceptance of speech technologies during the past 12 months.

› STAR PERFORMER AWARDS recognize speech technology vendors that have contributed to industry growth during the past 12 months through innovative product or service launches; a heightened focus on speech technologies through alliances, mergers, and acquisitions; or an exceptional execution of existing products or services.

› IMPLEMENTATION AWARDS recognize user companies that have implemented a speech solution or upgraded an existing system and achieved a SIGNIFICANT business benefit during the last 12 months as a result.
2018 RATE CARD (NET): Display Rates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Material Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>12/15</td>
<td>1/4</td>
<td>1/31</td>
</tr>
<tr>
<td>Spring</td>
<td>3/16</td>
<td>4/4</td>
<td>5/1</td>
</tr>
<tr>
<td>Summer</td>
<td>6/15</td>
<td>7/4</td>
<td>7/31</td>
</tr>
<tr>
<td>Fall</td>
<td>9/14</td>
<td>10/4</td>
<td>10/31</td>
</tr>
</tbody>
</table>

Display Advertiser Online and Lead Generation Bonus

All display advertisers will receive contact information from those subscribers who downloaded the issue PDF from SpeechTechMag.com.

Solutions Showcase Advertising

Be one of the premier vendors to promote your products and services through this product showcase as well as through the online directory. The Solutions Showcase is a great way to promote your offerings to coincide with editorial content!

Multichannel (Online & Print)

Online Directory included with your Solutions Showcase listing. Includes one topic center.

Showcase Listing Rates (per issue)

› 1/4-page profile in one printed issue with three months online presence in the Vertical Markets Guide for that particular solution

<table>
<thead>
<tr>
<th>Showcase Sizes (WxH, inches)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4-page, vertical</td>
<td>$1,200</td>
</tr>
<tr>
<td>3-3/8” x 4”</td>
<td></td>
</tr>
</tbody>
</table>

Display Advertiser Online and Lead Generation Bonus

All display advertisers will receive contact information from those subscribers who downloaded the issue PDF from SpeechTechMag.com.

La Shawn Fugate
Publisher
(859) 278-2223, ext. 104
lashawn@infotoday.com
ADVERTISING SPECS

MAILING INSTRUCTIONS
Send proofs and ad material to:

Speech Technology magazine
Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055
(800) 300-9868, Ext. 130; (609) 654-6266, Ext. 130; Fax (609) 654-4309
Please identify material by name of advertiser, publication, and issue date.

CONTRACT AND COPY REGULATIONS
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 ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the Publisher's approval. The Publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

FREQUENCY DISCOUNTS & RATE ADJUSTMENTS
Frequency rates are based on the total number of insertions of 1/3-page or more. 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.

For inquiries about specifications, contact: Ad Trafficking Coordinator  •  (609) 654-6266, ext.130  •  Email: adsubmit@infotoday.com
PRODUCTION REQUIREMENTS

Please identify material by name of advertiser, publication, and issue date. High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.

We accept the following formats:

› Press Quality or PDF X-1a PDF files are preferred.
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Bleeds and crops included

› We can also accept high-resolution Macintosh format Photoshop TIFF files.
  › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color,
    300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

› When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).
› For proper sizing of your ad, please refer to the publication’s rate card.
› Add 1/4” on all sides for bleed.

For inquiries about specifications, contact: Ad Trafficking Coordinator • (609) 654-6266, ext.130 • Email: adsubmit@infotoday.com
REPRINTS AND PDFS 2018

REPRINTS PRICE LIST

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<th>11&quot;x25-1/2&quot; (TRIFOLD)</th>
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Information Today, Inc. REPRINTS

Information Today, Inc. reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company’s exposure by reprinting your feature story, profile, new product release, and more.

Reprints are still the most economical and effective way to dazzle your customers with independent, objective evidence of your product’s or solution’s success.

Order reprints of favorable reviews, case studies, or in-depth background pieces from this publication.

Article reprints are available for all Information Today, Inc. publications.

PDF Files

› $550 for any article less than 2 pages in length.
  Minor design adjustments included.

Paper

› 80 lb. White Gloss Stock

Shipping and Handling

› Please note: Shipping and handling costs are not included in the prices. Reprints will be shipped UPS Ground unless otherwise requested.

Contact

LaShawn Fugate • Publisher,
Speech Technology magazine
(859) 278-2223 ext. 104 • (859) 554-5048 fax
lashawn@infotoday.com

Updated on 11/16/2017
WHITE PAPER AND CASE STUDY SUMMARIES — ONLINE AND PRINT LEAD-GEN PROGRAM

Generate leads for your sales force.

Your sponsored white papers, case studies, or positioning papers will be promoted online through a 3-month lead-generation campaign and will also appear in print for that particular issue. Extensive promotion via magazine, newsletters, website, and dedicated email blasts.

- Generate leads for your sales force.
- All PDF requests driven through a registration form capturing complete contact and qualifying information.
- Leads distributed on a weekly basis.
- Individual PDF delivered to you for customized marketing efforts. PDFs are for web marketing only; hardcopy reprints are not authorized by ITI.
- Contact your Account Manager for reprint pricing.

Thought leadership opportunity

As a sponsor, utilize this channel to clearly define corporate visions of critical issues and solutions not easily conveyed in traditional print advertising.

- Production services included by Speech Technology magazine.

Increase your reach

Bundle a white paper with a Roundtable Web Event for two lead-gen channels.

Enormous distribution, reach, and frequency

- Inclusion in 10+ eWeekly newsletters during issue time frame
- Print distribution in Speech Technology magazine
- Dedicated email blasts for promotions
- Bonus distribution for Winter issue

Sponsorship rates

(Rates Include Online and Print Promotions)

<table>
<thead>
<tr>
<th>Level</th>
<th>Details</th>
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<tr>
<td>Standard</td>
<td>1 page of up to 750 words in 1 printed issue with an 85 lead guarantee</td>
<td>$3,500</td>
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<tr>
<td>Silver</td>
<td>1 page of up to 750 words in 1 printed issue with a 150 lead guarantee</td>
<td>$7,500</td>
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Updated on 11/16/2017
TOPIC CENTER WHITE PAPER AND CASE STUDY SUMMARIES AND ROUNDTABLE WEB EVENTS

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

<table>
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<tr>
<th>ISSUE</th>
<th>BEST PRACTICES TOPIC</th>
<th>RESERVATIONS DUE</th>
<th>COPY DUE</th>
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<tr>
<td>Winter 2018</td>
<td>Al for the Enterprise</td>
<td>12/15</td>
<td>1/4</td>
<td>1/31</td>
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<td>How to Develop Using Speech Recognition API's</td>
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<td>Deep Neural Networks? Please Explain</td>
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<td>Conversational Systems (NLU and SR)</td>
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<td>Trends and Best Practices for Customer Service Applications Using Speech</td>
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<tr>
<td>Spring 2018</td>
<td>Chatbots in Banking</td>
<td>3/16</td>
<td>4/4</td>
<td>5/1</td>
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<tr>
<td></td>
<td>Conversational Systems (NLU and SR)</td>
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<td>Trends and Best Practices for Speech in Customer Experience</td>
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<td>Hardware Acceleration for Speech</td>
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<tr>
<td>Summer 2018</td>
<td>Trends in Mobile Voice Search</td>
<td>6/15</td>
<td>7/4</td>
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<tr>
<td></td>
<td>Trends and Best Practices for Speech in Customer Experience</td>
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<td>Hardware Acceleration for Speech</td>
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<td>Fall 2018</td>
<td>AI and Advanced Machine Learning</td>
<td>9/14</td>
<td>10/4</td>
<td>10/31</td>
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<td></td>
<td>Voice Biometrics and IoT Security</td>
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UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

<table>
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<th>DATE</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>March 6</td>
<td>Real-Time Speech Analytics and Regulatory Compliance</td>
</tr>
<tr>
<td>May 22</td>
<td>Voice Search and the Enterprise</td>
</tr>
<tr>
<td>September 11</td>
<td>Speech Technologies and the Digital Landscape</td>
</tr>
<tr>
<td>November 13</td>
<td>Data Extraction for Personalization of Services</td>
</tr>
</tbody>
</table>

Reserve a seat on one of our Roundtables: $4,500 per vendor

Prefer a standalone event on any topic? Don't want to share your leads?
Pricing for customized events is $12,000. (THIS LEVEL CARRIES A 200 LEAD GUARANTEE.*) Three vendors max.

FOUR 12-MINUTE PRE-RECORDED SERIES WEB EVENT FORMAT

Reach the audiences behind Speech Technology magazine with a series of four 12-minute prerecorded segments with four different speakers and four different topics promoted over a 6-week period. Audiences can learn about solutions without committing to a large block of time. Event is promoted with multiple email blasts per week. Once the entire program has been recorded, you can segment for your own promotions in either the entire 1-hour segment or cut into the 12-minute sessions to promote on your own site. Pricing is $16,000. (THIS LEVEL CARRIES A 350 LEAD GUARANTEE.*)

* Whatever the event does not generate toward that number, an online white paper will be given to supplement the difference.

Reserve Your Space Today! LaShawn Fugate • Publisher • (859) 278-2223, ext. 104 • Email: lashawn@infotoday.com
ANNUAL REFERENCE GUIDE INCLUDING THE BUYERS GUIDE AND VERTICAL MARKETS SECTIONS

Winter 2018
Reservations Due: 12/15/2017 | Copy Due: 1/1/2018 | Mail Date: 1/31/2018

Here’s What You Get

› Unlimited online profile available for 1 year on SpeechTechMag.com for Tier 2 and above.
› Profile included in the print issue of Speech Technology magazine’s Winter edition and as part of the PDF issue promoted for 90 days for download.
› Full integration with all of our online content: All of your editorial mentions are aggregated into your profile. (Tier 2 profile and above only.)
› Depending on level of participation—Your logo with a link to your profile is displayed under every article on SpeechTechMag.com where your company is mentioned.
› Depending on level of participation—Links to your social networking sites: Facebook, LinkedIn, Twitter, blogs, YouTube.
› Improve your SEO with in-bound links from a quality source.

Promotion & Distribution

› Reach more than 30,000 Speech Technology magazine print and online readers—great branding exposure.
› Promoted in every newsletter for the entire year.
› Promoted on the homepage and under every article that mentions your company.
› Distributed at SpeechTEK, Smart Customer Service, and CRM Evolution conferences taking place April 9–11, 2018, in Washington, D.C.

continued >>
ANNUAL REFERENCE GUIDE INCLUDING THE BUYERS GUIDE AND VERTICAL MARKETS SECTIONS (continued)

Rates

Integrated Online 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.
- Includes Basic Company Listing in print.

Tier 1 – Basic Listing – Print Only Option $400
- Company name, address, phone, fax, email, and website in printed directory
- Company listing in only one Topic Center for print versions only

Tier 2 – 1/4 Page Profile – Online and Print $1,500
- Includes 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

Tier 3 – 1/2 Page Profile – Online and Print $1,800
- Includes Online Profile for 1 year
- Logo, company name, address, phone, fax, email, website, 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

Tier 4 – Full Page White Paper/Case Study Summary Online and Print (Includes 3-month lead-gen program) $3,500
- Includes 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 standalone promotion of your paper AND contact information on readers downloading the PDF issue until April 1, 2018
“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience—and, ultimately, to drive profitable customer action.” —Content Marketing Institute

If you are in need of any custom-publishing services such as the creation of ebooks, printed brochures, digital infographics, or anything else, please contact us for additional information.

Let Speech Technology magazine be your custom-publishing and content marketing partner!

CONTACT
La Shawn Fugate
Publisher/Advertising Sales
(859) 278-2223, ext. 104
lashawn@infotoday.com
**Our custom research program includes:**

**PHASE 1: The Survey**
- Survey design and creation
- Capture, cross-indexing, and raw data from the online survey tool
- A complete Final Report that delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company
- Final Report also includes an Executive Summary and a full Respondent Profile
- Full co-branding and affiliation with *Speech Technology* magazine, or anonymity, at the survey sponsor’s discretion
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns rights to the Final Report PDF and the data. *Speech Technology* magazine retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

**PHASE 2: Lead-Generation: Marketing the Findings**
- Complete content syndication program of the Final Report for 1 month to drive downloads and lead generation, including:
  - Dedicated email promotion
  - Newsletter sponsorships
  - Sponsored content listing (homepage and newsletters; imprints/month)
- *Speech Technology* magazine will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of “single page takeaway” in *Speech Technology* magazine

**PHASE 3: Live, 1-Hour Webcast: Thought Leadership Series**
- Highly qualified, actionable leads—From preregistration, live event log-on, and postevent registration and log-on to the archived event
- Extensive event registration program with multiple marketing touchpoints
- Sponsor Exclusivity—Enjoy 100% attentive and exclusive mind-share in a single-sponsored event.
- Brand Leverage—Use the strength of the *Speech Technology* magazine brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

**Use research findings as a platform for lead-generation with:**

**Aside from gaining valuable information for your own internal use, research findings and analysis can then be used as the basis for:**

**PHASE 2: Lead-Generation: Marketing the Findings**
- Complete content syndication program of the Final Report for 1 month to drive downloads and lead generation, including:
  - Dedicated email promotion
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**Contact**
La Shawn Fugate
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lashawn@infotoday.com

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*Speech Technology* magazine will create a registration page, host your report, and capture leads, which you will have download access to 24/7.

Print distribution of “single page takeaway” in *Speech Technology* magazine

**In-depth Market Research + Lead-Generation (call for pricing)**
Sometimes you just need to know.
Are you on track? Need to get feedback on your product and services? Need to hone your R&D or marketing message with fresh, current, real data? Do you want to know what percentage of the market is buying from your specific competitors?

Speech Technology magazine’s Sponsored Survey program is custom-designed to help you get the answers you need to move your business in the right direction, right now.

Specifications
› We suggest the survey be anonymous to you, the sponsor, and be promoted as a Speech Technology magazine survey to keep the responses as true as possible and to get the best results, e.g., “The Speech Technology Magazine Call Center Survey.”
› You as the sponsor provide the list of questions and answer choices. Speech Technology magazine can assist with your questionnaire and provide feedback to the positioning of the questions, if you wish. There is no additional charge for this consultation.
› We provide full reporting, including raw data in XLS format, and graphical representation in either PDF or PowerPoint format, including pie charts and bar charts, where applicable.
› We build all marketing messages, including banners and HTML emails, to your satisfaction.
› We can include a lead-generation component at no extra charge by simply adding the additional question, “Would you like to be contacted by the sponsor of this survey, a leading industry vendor?” For those who answer, “Yes,” we can provide to you 100% of the contact info collected. For those who answer, “No,” we’ll provide company and title information only.
› We market the survey online for a full 2-week period.

Promotion
› Your Survey Package includes $7,000 worth of online marketing.
› Two Sponsored Content Mailings ($2,500 X 2 = $5,000), one at launch, one a day before the close “last chance.”
› Two weeks (two newsletter inclusions) ($1,000 X 2 = $2,000).

Rate
<table>
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<tr>
<th>Package Price</th>
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<tbody>
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<td>$6,000</td>
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CONTACT
La Shawn Fugate
Publisher/Advertising Sales
(859) 278-2223, ext. 104
lashawn@infotoday.com
SpeechTEK 2018

SpeechTEK is a must-attend event for anyone who wants to learn about deploying speech technology for business applications, including enterprise IT decision makers, customer experience designers, speech solutions managers and developers, and interaction designers and integrators.

The Customer Solutions Expo showcase is a must for anyone selling speech technology products or services. Here, exhibitors have an unmatched opportunity to brand and communicate their company’s image and message, make major industry announcements, release new products and initiatives, and support partnering and business development efforts.

Benefit from sponsorship in many ways, such as:

› Enhancing image/shaping consumer attitudes
› Driving sales
› Creating positive publicity/heightening visibility
› Limiting cost of travel to see clients in one trip

SpeechTEK is cost-effective and targeted, offering focused solutions and providing exhibitors with international reach. It’s backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media, and web advertising; association partnerships; and a compelling PR campaign. With this level of promotion and the combination of a world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face-to-face with international customers and integrators of speech technologies. Don’t miss the opportunity to share your knowledge and expertise and get your products and services in their hands!

Participate as a speaker at SpeechTEK 2018, April 9–11

Co-located with CRM Evolution and Smart Customer Service

If you’ve got a speech story to tell, our attendees want to hear it. We invite you to share your experience and ideas on speech-enabled solutions in the public and private sectors, and from organizations that design, develop, and deploy speech solutions. Call for speakers announced towards the end of the calendar year.

CONTACT

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Exhibit Sales Manager
(859) 278-2223, ext. 104
lashawn@infotoday.com

Bob Fernekees
Group Publisher, Speech Technology Magazine
(212) 251-0608, ext. 106
bfernekees@infotoday.com

ATTENDEES BY INDUSTRY*

- 16% Banking/Financing
- 6% Call Center
- 6% Consulting/Integrator/VAR
- 10% Medical/Healthcare/Insurance
- 26% Technology
- 12% Telecommunication
- 24% Other – Automotive, Consumer Product Goods, Education, Government, Manufacturing, Marketing, Media, Nonprofit, Pharma, Retail, Travel, Utilities

ATTENDEES BY JOB TITLE*

- 17% C-Level
- 8% Vice President
- 22% Director
- 17% Manager
- 16% Technical
- 20% Other

* Data based on registrants reporting demographics