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 Guide
- Research
- Newsletter and Email Products
Editorial Mission:
Speech Technology strives to be a comprehensive and definitive source for news, analysis, and strategies surrounding the rapidly developing fields of AI, machine learning, speech technologies, and their related fields.

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 12,000 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.

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

SPEECHTEK CONFERENCE & EXHIBITION
April 29–May 1, 2019
• Trusted global event for over 24 years
• This is an amazing opportunity for your company to be positioned as a thought leader within the industry.
• Reinforce your corporate 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 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.
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 firms
› VUI designers
› Developers
› Mobile solution providers
› Biometric solution providers
› Testing providers

TOP FIVE COUNTRIES VISITING SPEECHTECHMAG.COM

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

ONLINE STATS

SPEECHTECHMAG.COM DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Level</th>
<th>Department</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
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<td>Corporate/General Management</td>
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<tr>
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</tr>
<tr>
<td></td>
<td>Integrator/Consultant</td>
<td>12%</td>
</tr>
</tbody>
</table>

35% of those taking the 2018 reader survey read the publication for industry trends and news

23% read for in-depth features
15% read for deployment stories
15% read for columns
13% read for market spotlights

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

46% New Installations
54% Upgrades/Modifications to Legacy Systems

Source: Speech Technology 2018 Reader Survey

U.S. retail shopping via voice will exceed $40 billion by 2022 according to Voicebot.ai
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: 11,000+  FREQUENCY: Every Wednesday

RATES

| 1 month of sponsorship, top position (4 newsletters in total) | $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 for your product announcements, webinar promotions and white paper/case study promotions.

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

CIRCULATION: 8,000+  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!
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Email: lashawn@infotoday.com

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Email: lashawn@infotoday.com

4 | MEDIA KIT 2019  WWW.SPEECHTECHMAG.COM

Updated on 9/21/2018
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.

Ad Size | Location (ROS)                  | Cost  
---------|---------------------------------|-------
728x90   | top position (leaderboard)     | $65 CPM
336x280  | inside articles & homepage     | $70 CPM
640x480  | welcome banner                 | $90 CPM
468x60   | top position                   | $40 CPM
120x600  | right side position            | $65 CPM

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BEST PRACTICES TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>Trends in Globalization, Localization and Translation</td>
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<td></td>
<td>Use Cases in Speech for Better Customer Engagement</td>
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<tr>
<td></td>
<td>Best Practices for Speech in Marketing</td>
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<td>Spring</td>
<td>Trends in Speech Biometrics</td>
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<td>Use Cases in AI and Speech</td>
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<td>Best Practices for Speech in Security</td>
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<td>Summer</td>
<td>Trends in Deep Learning Algorithms</td>
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<td></td>
<td>Use Cases in Speech and Healthcare</td>
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<td></td>
<td>Best Practices for Speech in Automotive</td>
</tr>
<tr>
<td>Fall</td>
<td>Trends in Chatbot Development</td>
</tr>
<tr>
<td></td>
<td>Use Cases in Speech for Assistive Technologies</td>
</tr>
<tr>
<td></td>
<td>Best Practices for Speech in Retail</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 1 business day for testing of rich media 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.
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. Can also be pre-recorded for an additional fee.
› 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 to organizational best practices and 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 including social media and online channels
› Customized Single Sponsor Events – 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 over 11,000-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 11,000+ 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 for stand-alone events
› 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 for 1 year

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 12,000 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

The number of voice-first devices in the U.S. is more than 33 million based on a new study by VoiceLabs.

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**

**Circulation:** 12,000 Qualified Readers

**Who reads Speech Technology magazine?**

- **98%** consider Speech Technology magazine and SpeechTechMag.com important sources of information they can’t find anywhere else.
- **89%** consider themselves to be advocates for speech technology in their organizations.
- **91%** 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.**

**What type of purchasing influence do our readers have?**

- **15%** Business decision maker or influencer
- **27%** Technical decision maker or influencer
- **47%** Both

**Number of Employees in Readers’ Companies**

- **13%** have more than 20,000 employees.
- **31%** have more than 1,000.

The average number of employees is 9,204.

**Revenue of Readers’ Companies**

- **13%** — more than $5 billion
- **26%** — more than $500 million

The average company revenue is $963.5 million.

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

Source: Speech Technology 2018 Reader Survey

**Who subscribes to Speech Technology magazine?**

<table>
<thead>
<tr>
<th>BY JOB LEVEL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level/EVP/VP</td>
<td>24%</td>
</tr>
<tr>
<td>Director/Manager/Supervisor</td>
<td>45%</td>
</tr>
<tr>
<td>Staff</td>
<td>8%</td>
</tr>
<tr>
<td>Technical</td>
<td>24%</td>
</tr>
</tbody>
</table>

“

I read Speech Technology magazine to keep me aware of new solutions as well as solutions that I may have dismissed previously because they weren’t ‘ready for prime time.’ I also review information and search for vendors that have just popped onto my radar.”

DARBY INTUITIVE DESIGN
DATA POINTS

How do our readers expect their budgets for speech-related products and services to fare in 2019?

- 16% Increase more than 25%
- 23% Increase between 10–25%
- 32% Increase between 0–10%
- 27% Stay the same
- 0% Decrease between 0–10%
- 0% Decrease between 10–25%
- 2% Decrease more than 25%

The average increase forecasted for speech-related budgets in 2019 is **9% more than** 2018 levels.

Budgets for Speech-Related Products and Services

- More than $500,000: 25%
- More than $100,000: 46%

Average budget forecasted for 2019 for speech-related products is $242,857.

Hot Topics/Reader Interest

- Artificial Intelligence (AI) or Machine Learning: 90%
- Conversational Systems (NLU and SR): 66%
- Deep Neural Networks: 53%
- Interactive Voice Response: 63%
- Smart Speakers: 27%
- Speech Accuracy: 42%
- Speech Analytics: 59%
- Speech APIs: 46%
- Synthetic text-to-speech (TTS): 51%
- Translation: 22%
- Voice Biometrics: 58%
- Voice Control: 29%
- Voice Data Collection: 29%
- Voice-First Customer Care: 24%
- Voice Search: 27%

Source: Speech Technology 2018 Reader Survey
# Editorial Calendar for 2019

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>CLOSE DATES</th>
<th>MAIL DATE</th>
<th>MARKET SPOTLIGHT</th>
<th>FEATURE STORIES</th>
<th>BEST PRACTICES SERIES</th>
<th>ADVERTISING SUPPLEMENT</th>
<th>WEBINAR ROUNDTABLE OPPORTUNITY</th>
</tr>
</thead>
</table>
| WINTER      |             | 2/4       | Marketing        | State of the Industry—an update on the latest advances in:  
• Speech engines (text-to-speech/speech recognition/IVR)  
• Speech developer platforms  
• Speech analytics  
• Virtual assistants  
• Assistive technologies  
• Voice biometrics  
On the Web: Chatbots for CRM | Annual Reference Guide  
Trends in Globalization, Localization and Translation  
Use Cases in Speech for Better Customer Engagement  
Best Practices for Speech in Marketing | New Uses for Speech Analytics (February 5) |
|             | 11/13       |           |                  |                 |                        |                         |                               |
|             | 12/14       |           |                  |                 |                        |                         |                               |
| SPRING      |             | 5/1       | Security         | The Ethics of AI  
Monetizing Speech Applications  
The AI Skills Gap  
SpeechTech People’s Choice Awards  
On the Web: Privacy in the Call Center | Trends in Speech Biometrics  
Use Cases in AI and Speech  
Best Practices for Speech in Security | How to Keep Voice Applications Secure (May 21) |
|             | 2/15        |           |                  |                 |                        |                         |                               |
|             | 3/15        |           |                  |                 |                        |                         |                               |
| SUMMER      |             | 7/31      | Automotive       | AI in Academia: Technology on the Horizon  
Diagnosing Disease with Speech Analytics  
Step-By-Step Chatbot Development  
On the Web: Multilingual Speech Tech | Trends in Deep Learning Algorithms  
Use Cases in Speech and Healthcare  
Best Practices for Speech in Automotive | Rethinking Voice in a Digital World (August 27) |
|             | 5/14        |           |                  |                 |                        |                         |                               |
|             | 6/14        |           |                  |                 |                        |                         |                               |
| FALL        |             | 10/31     | Retail           | How Speech Technologies Can Level the Playing Field (Assistive Technology)  
AI and the Customer Journey  
What Speech Tech Buyers Want  
On the Web: AI in the Classroom | Trends in Chatbot Development  
Use Cases in Speech for Assistive Technologies  
Best Practices for Speech in Retail | Why Adopt a Mobile Voice Strategy (December 3) |
|             | 8/16        |           |                  |                 |                        |                         |                               |
|             | 9/20        |           |                  |                 |                        |                         |                               |

SpeechTEK Conference: April 29–May 1, 2019, in Washington, D.C.

**In Every Issue:**

- **Features:** In-depth articles cover the latest speech and AI strategy trends and technologies.
- **Market Spotlight:** A deep-dive into how speech and AI are making an impact on individual industries.
- **Deployments:** Case studies showcase hard and soft ROI benefits and how they were achieved.
- **FYI:** News analysis of the most topical speech technology stories.
- **Editor’s Letter:** Letter from *Speech Technology* magazine’s editor Theresa Cramer.
- **Columns:** Industry experts advise readers on everything from VUI design to evaluating technologies and practices.

**Editorial Contacts:**

<table>
<thead>
<tr>
<th>Editor</th>
<th>Theresa Cramer</th>
<th><a href="mailto:theresa.cramer@infotoday.com">theresa.cramer@infotoday.com</a></th>
</tr>
</thead>
</table>
| Focus:      | Editorial Assignments  
Newsletter Creation  
Website Management |                          |

**Managing Editor**

<table>
<thead>
<tr>
<th>Chris Cronis</th>
<th><a href="mailto:ccronis@infotoday.com">ccronis@infotoday.com</a></th>
</tr>
</thead>
</table>
| Focus:       | Editorial Production  
Copyediting |
**Speech Technology magazine's People’s Choice Awards**

We are giving the power to the people for this year’s awards issue. Users, analysts, and experts of all kinds will have the chance to vote on their favorite tools and solutions, letting readers know which speech technologies are the most useful, cutting-edge, and forward-thinking in the industry.
### 2019 RATE CARD (NET): Display Rates

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<tr>
<td>Cover 2</td>
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<td>$2,000</td>
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<tr>
<td>Cover 4</td>
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<tr>
<td>Spread</td>
<td>$3,300</td>
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<tr>
<td>1 page</td>
<td>$1,900</td>
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<td>1/2-spread</td>
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<tr>
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<tr>
<td>1/3-vertical</td>
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### 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.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Material Due</th>
<th>Mail Date</th>
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<tbody>
<tr>
<td>Winter</td>
<td>12/14</td>
<td>1/4</td>
<td>2/4</td>
</tr>
<tr>
<td>Spring</td>
<td>3/15</td>
<td>4/4</td>
<td>5/1</td>
</tr>
<tr>
<td>Summer</td>
<td>6/14</td>
<td>7/4</td>
<td>7/31</td>
</tr>
<tr>
<td>Fall</td>
<td>9/20</td>
<td>10/4</td>
<td>10/31</td>
</tr>
</tbody>
</table>

### RESERVE YOUR SPACE TODAY!

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.

TERMS & CONDITIONS
A 5 percent (5%) discount may be applied for prepayment of your advertising insertion. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

PUBLISHER-SET COPY
Rate: $400 for full-page ads; $275 for 1/2-page or less. Copy due same date as space reservations. There is a $50 charge for any type changes or codes added by the Publisher. A new proof copy is preferred.

AD SIZES

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Orientation</th>
<th>Trim Size (w x h, inches)</th>
<th>Bleed Size (w x h, inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>Vertical</td>
<td>8.375x10.875</td>
<td>8.75x11.125</td>
</tr>
<tr>
<td>Spread</td>
<td>Horizontal</td>
<td>17x10.875</td>
<td>17.25x11.125</td>
</tr>
<tr>
<td>2/3-page</td>
<td>Vertical</td>
<td>4.5x10</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-spread</td>
<td>Horizontal</td>
<td>17x5</td>
<td>17.25x5</td>
</tr>
<tr>
<td>1/2-page</td>
<td>Horizontal</td>
<td>7x5</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-page</td>
<td>Vertical</td>
<td>2.25x10</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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

File submission instructions:

To upload files via the web:

- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser, publication, and issue date.
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.

**Contact**

LaShawn Fugate • Publisher
Speech Technology magazine
(859) 278-2223 ext. 104 • (859) 219-0175 Fax
lashawn@infotoday.com
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.

› 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 TO A BROADER AUDIENCE

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

INCREASE BRAND AWARENESS

INCREASE ORGANIC TRAFFIC TO YOUR WEBSITE

SPONSORSHIP RATES

(Rates Include Online and Print Promotions)

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<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>
</tr>
</tbody>
</table>
CUSTOM VIDEO CREATION SERVICES

VIDEO SEGMENTS
› 15-minute video—$2,000
› 30-minute video—$3,000

PROGRAM INCLUDES:
› Recording the script provided by the sponsor with a persona—limit of 2 revisions
› Syncing voice with the slides; promotions including posting to website and including in the eWeekly newsletter for a month—4 newsletters

CONTACT
La Shawn Fugate
Publisher/Advertising Sales
(859) 278-2223, ext. 104
lashawn@infotoday.com
TOPIC CENTER WHITE PAPER AND CASE STUDY
SUMMARIES AND ROUNDTABLE WEB EVENTS

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BEST PRACTICES TOPIC</th>
<th>RESERVATIONS DUE</th>
<th>COPY DUE</th>
<th>MAIL DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2019</td>
<td>› Trends in Globalization, Localization and Translation</td>
<td>12/14</td>
<td>1/4</td>
<td>2/4</td>
</tr>
<tr>
<td></td>
<td>› Use Cases in Speech for Better Customer Engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Best Practices for Speech in Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Use Cases in Speech for Better Customer Engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Best Practices for Speech in Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring 2019</td>
<td>› Trends in Speech Biometrics</td>
<td>3/15</td>
<td>4/4</td>
<td>5/1</td>
</tr>
<tr>
<td></td>
<td>› Use Cases in AI and Speech</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Best Practices for Speech in Security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer 2019</td>
<td>› Trends in Deep Learning Algorithms</td>
<td>6/14</td>
<td>7/4</td>
<td>7/31</td>
</tr>
<tr>
<td></td>
<td>› Use Cases in Speech and Healthcare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Best Practices for Speech in Automotive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2019</td>
<td>› Trends in Chatbot Development</td>
<td>9/20</td>
<td>10/4</td>
<td>10/31</td>
</tr>
<tr>
<td></td>
<td>› Use Cases in Speech for Assistive Technologies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Best Practices for Speech in Retail</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 5</td>
<td>New Uses for Speech Analytics</td>
</tr>
<tr>
<td>May 21</td>
<td>How to Keep Voice Applications Secure</td>
</tr>
<tr>
<td>August 27</td>
<td>Rethinking Voice in a Digital World</td>
</tr>
<tr>
<td>October 29</td>
<td>NLU, Speech Recognition, TTS, and AI – Part of a Winning Combination in CX</td>
</tr>
<tr>
<td>December 3</td>
<td>Why Adopt a Mobile Voice Strategy</td>
</tr>
</tbody>
</table>

Reserve a seat on one of our Roundtables: $4,500 per vendor. Exclusive to 3 presenting companies giving you 15 minutes to engage with attendees with extended time during the Live Q&A.

**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.*)

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 275 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

Winter 2019 issue


Here's What You Get

› Unlimited online profile available for 1 year on SpeechTechMag.com.
› Profile included in the print issue of Speech Technology magazine’s Winter edition and as part of the downloadable PDF for 90 days.
› Full integration with all of our online content: All of your editorial mentions are aggregated into your profile.
› Your logo with a link to your profile is displayed under every article on SpeechTechMag.com where your company is mentioned.
› 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 15,000 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, Gilbane Digital Experience, and CRM Evolution conferences taking place April 29–May 1, 2019, in Washington, D.C.
## ANNUAL REFERENCE GUIDE (continued)

### Rates

<table>
<thead>
<tr>
<th>TIER 1 – 1/4 Page Profile – Online and Print</th>
<th>$1,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Profile for 1 year</td>
<td></td>
</tr>
<tr>
<td>Links to your social media networks—Twitter, LinkedIn, Facebook</td>
<td></td>
</tr>
<tr>
<td>Company statement, products, and services</td>
<td></td>
</tr>
<tr>
<td>All editorial mentions of your company are automatically aggregated under your listing</td>
<td></td>
</tr>
<tr>
<td>Your logo is served automatically under any article mentioning your company</td>
<td></td>
</tr>
<tr>
<td>Choose unlimited Topic Centers and Vertical Markets selections</td>
<td></td>
</tr>
<tr>
<td>Five links to your case studies, white papers, archived webcasts, or special landing pages</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Profile (logo, company name, address, phone, fax, email, website, and 100-word company description) in print issue</td>
<td></td>
</tr>
<tr>
<td>Does not include lead gen campaign</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIER 2 – 1/2 Page Profile – Online and Print</th>
<th>$1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Profile for 1 year</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in print issue</td>
<td></td>
</tr>
<tr>
<td>Company listing in unlimited Topic Center categories for the Vertical Markets section</td>
<td></td>
</tr>
<tr>
<td>Does not include lead gen campaign</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIER 3 – Full Page White Paper/Case Study Summary – Online and Print (includes 3-month lead-gen program)</th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Profile for 1 year</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in print issue</td>
<td></td>
</tr>
<tr>
<td>750-word White Paper Summary including logo, graphic (product or screen shot), company name, address, phone, fax, email, and website</td>
<td></td>
</tr>
<tr>
<td>Company listing in unlimited Topic Center categories for the Vertical Markets section</td>
<td></td>
</tr>
<tr>
<td>Receive leads on standalone promotion of your paper AND contact information on readers downloading the PDF issue until April 1, 2019</td>
<td></td>
</tr>
</tbody>
</table>
“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.

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
  - 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

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

**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.

**In-depth Market Research + Lead-Generation (call for pricing)**
SpeechTEK 2019

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 2019, April 29–May 1
Co-located with CRM Evolution, Gilbane Digital Experience, 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*

- 34% Technology
- 23% Other—Automotive/Education/Government/Manufacturing/Marketing/Publishing/Medical/Nonprofit/Professional Services/Retail/Travel/Utility
- 15% Telecommunication
- 10% Banking/Finance
- 6% Call Center
- 6% Insurance
- 5% Consulting/Integrator/VAR

ATTENDEES BY JOB TITLE*

- 22% C-Level
- 21% Director
- 19% Manager
- 15% Technical
- 10% Vice President
- 7% Other
- 6% Staff
- 1% Supervisor

* Data based on registrants reporting demographics