

Speech TECHNOLOGY MEDIA

A division of Information Today, Inc.

MEDIA KIT

AWARD-WINNING
design and editorial

ABOUT SPEECH TECHNOLOGY MEDIA
INFORMATION TODAY, INC.

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Newsletter and Email Products

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Sponsored Surveys

Web Events

SpeechTEK NY Event & Marketing

Opportunities



For more information on advertising in Speech Technology Media, contact:

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Mountain & Pacific
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2012

WWW.SPEECHTECHMAG.COM

ABOUT SPEECH TECHNOLOGY MEDIA

➤ Editorial Mission:

To be the definitive source of information designed to help organizations design, implement, and deploy speech technologies as an effective and efficient method of interacting with their customers, employees, and partners:

➤ SPEECH TECHNOLOGY MAGAZINE

- › 6 issues per year: January, March, May, July, September, November.
- › 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.
- › Print and digital distribution to more than 14,000 qualified readers and offered digitally to SpeechTechMag.com's online users.
- › Distribution at key industry events.
- › Readership is heavily weighted with C-level executives, presidents, owners, and industry leaders in key markets.
- › An updated industry directory.

➤ SPEECHTECHMAG.COM

- › On-site advertising banners, white paper postings, and buyer's guide.
- › Industry newsletters and sponsored email blasts.
- › Web Events and Roundtables.

➤ SPEECHTEK CONFERENCE & EXHIBITION

- › Premier speech industry event.
- › Multiple sponsorship opportunities.
- › Co-located with CRM Evolution

AWARDS

Quality Editorial Content Speech Technology magazine awards

APEX:

How-To Series Writing "Implementation Strategies" (Jan/Feb 2009)
 Design & Layout "Remember Me" Feature (July/August 2009)

Award: National Bronze

Category: Opening Page/Spread-Computer

Article: "I'm Sorry, Dave"

Designer: Laura Hegyi

Issue: March/April 2009

ASBPE:

Award: Northeast Gold
Category: Technical Article
Article: "Multichannel Monster"
Author: Leonard Klie
Issue: March/April 2009



EDDIE AWARDS:

B-to-B Technology/Computing/Telecom, Single Article
Gold Winner: Speech Technology "The 2008 Market Leaders" Information Today, September 2008

Award: Northeast Silver
Category: Special Section
Article: "Market Leaders"
Author: Speech Tech Staff
Issue: September 2009



OZZIE AWARDS:

Best Use of Digital Imagery, B-to-B
Silver Winner: Speech Technology "I'm Sorry, Dave, I'm Afraid I Can't Do That" Information Today, March 2009

Award: Northeast Silver
Category: How-To Article
Article: "Implementation Strategies"
Author: Speech Tech Staff
Issue: January/February 2009



Award: Northeast Silver
Category: Feature Article-Design
Article: "Remember Me"
Designer: Laura Hegyi
Issue: July/August 2009



Reserve Your Space Today!

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AUDIENCE PROFILE

➤ SPEECH TECHNOLOGY MAGAZINE DEMOGRAPHICS

Speech Technology magazine readers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management. 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 14,000 executives and professionals. They are forward-thinking industry leaders who are continually looking for ways to leverage this technology and their businesses.

➤ CIRCULATION PROFILE

Speech Technology magazine is distributed in January, March, May, July, September, and November to more than 14,000 executives and professionals who qualify by subscribing online (www.speechtechmag.com) and is offered digitally to SpeechTechMag.com's online subscribers.



The Speech Technology e-magazine is very informative, relevant and topical. I often find myself sharing articles and news with colleagues and customers.

— **Market Development Manager**
Salmat

I love the magazine and look forward to reading it.

— **IVR Designer**
Northeast Utilities

Speech Technology is a very informative magazine. Good articles that are relevant to my business.

— **Customer Experience Manager**
Bright House Networks

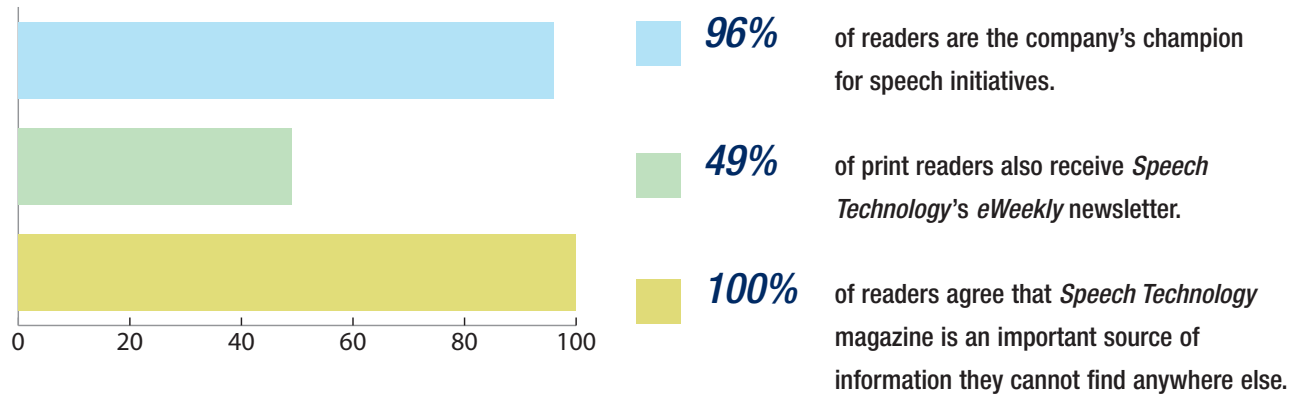
REACH QUALIFIED DECISION MAKERS FROM:

Amazon	Mary Kay
American Airlines	Mayo Clinic
American Express	Microsoft
American Heart Association	Motorola
Apple	NASA
AT&T	Office Depot
Bank of America	OnStar
Bank One	Panasonic
Bell South	PBS
Best Buy	Rite Aid
Boeing	Rosetta Stone
Capitol One	Target
Dell	T-Mobile
Delta Airlines	Toyota
Disney	United Healthcare
eBay	UPS
FedEx	U.S. Army
Ford Motor Company	U.S. Customs
Geico	U.S. Department of Energy
General Electric	U.S. Postal Service
Google	VA Medical Center
HP	Visa
Hyatt Hotels & Resorts	Verizon
IBM	Wells Fargo
JP Morgan	Western Union
Kindred Healthcare	Xerox
Kmart	Yahoo!
Lexmark International	
LG Electronics	
Manpower	

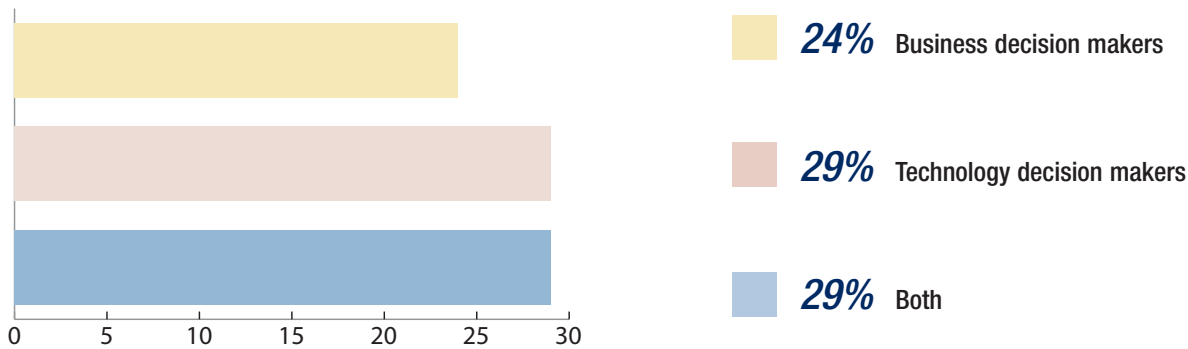
DATA POINTS

➤ BPA Audited – 13,600 circulation

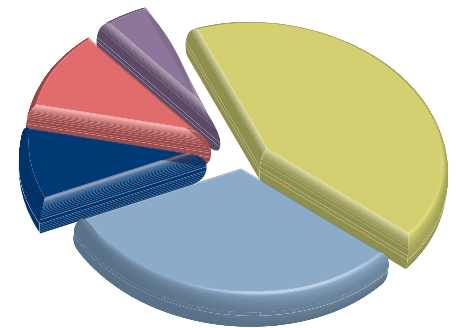
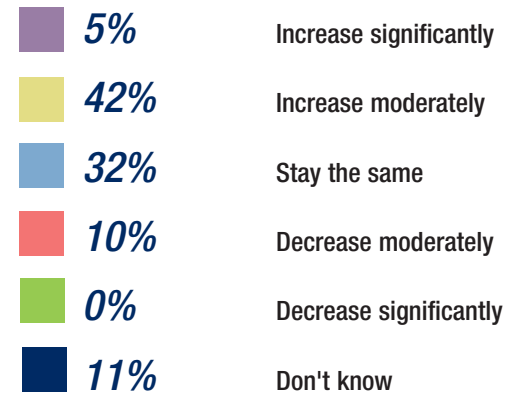
Who reads *Speech Technology* magazine?



What type of purchasing influence do our readers have?



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



Source: *Speech Technology* Reader Survey, August 2011

DATA POINTS



Budgets for Speech-Related Products and Services

36% – more than \$1 million
72% – more than \$100,000



Number of Employees in Readers' Companies

31% have more than 20,000 employees.
55% have more than 1,000.
The average number of employees is 7,637.



Revenue of Readers' Companies

27% – more than \$5 billion
44% – more than \$500 million
The average company revenue is \$409,600,000.

Who Makes Buying Decisions for Speech-Related Products and Services?

(more than one answer allowed)

	Makes Final Decision	On Decision-Making Team
Our Reader	22%	72%
Sr. Corporate Executive/Manager	56%	22%
Customer Service Executive/Manager	31%	38%
IT Executive/Manager	56%	56%
Integrator/VAR/Consultant	31%	31%
Line of Business Executive/Manager	41%	41%

Source: *Speech Technology* Reader Survey August 2011



Engaged Readers

47% have contacted advertisers or visited their sites.
40% have used information to make a buying decision.
62% have given an article to a co-worker.
60% have saved an issue for future referral.
85% have read the last three out of four issues cover-to-cover.

How long is the typical sales cycle for speech applications from research through purchase?

15% 1-3 months
5% 4-6 months
40% 6-9 months
10% 9-12 months
30% Over 12 months

Average sales cycle for speech purchases is 8.4 months

EDITORIAL CALENDAR FOR 2012

	Edit. Close Date	FYI Vertical Market	Enterprise Strategy Feature	Customer Strategy Feature	Designers Developers Feature	White Paper Supplement	Events
January/February	11/19/2011	Healthcare	From IVR to Mobile Customer Care	Outlook 2012	SpeechTEK Labs	Buyer's Guide	
March/April	1/14/2012	Hospitality	Natural Language Interactions	Leveraging Real-Time Analytics Over Multiple Channels	The Value of Mashups		
May/June	3/3/2012	Government	Artificial Intelligence to Improve Customer Experiences	Testing and Tuning Best Practices	Speech and Multichannel Service		
July/August	5/27/2012	Manufacturing	Benefits of High-Def Audio IVRs	How to Deploy a High-Def Audio IVR	Speech In University		SpeechTEK New York (8/13)
September/October	7/15/2012	Insurance Financial Svcs	Speech Industry Awards				
November/December	9/9/2012	Retail	Measuring the Caller Experience	Voice Biometrics	Standards Update		

IN EVERY ISSUE:

EDITOR'S LETTER

Letter from *Speech Technology* magazine's Editorial Director David Myron

INSIDE OUTSOURCING

Experts from large outsourcing companies share their strategies for speech success

VOICE VALUE

Industry experts evaluate speech technologies and practices

INTERACT

VUI designers offer advice on improving speech-enabled IVRs

FORWARD THINKING

Industry experts offer strategy and technology advice

FYI

News analysis of the most topical speech technology stories

FEATURES

In-depth articles on the latest speech strategy trends and technologies

DEPLOYMENTS

Case studies showcasing hard and soft ROI benefits and how they were achieved

EDITORIAL CONTACTS:

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- Customer Service/Support
- Contact Centers
- Customer Experience Management

Facebook Speech Technology Magazine • **Twitter** @SpeechTech

RATE CARD

➤ 2012 RATE CARD (NET): Display Rates

	1X	3X
Cover 2	\$2,992	\$2,672
Cover 3	\$2,800	\$2,480
Cover 4	\$2,992	\$2,672
Spread	\$4,720	\$4,160
1 page	\$2,720	\$2,320
1/2 spread	\$2,720	\$2,320
2/3-page	\$2,040	\$2,760
1/2-page	\$1,760	\$1,400
1/3-vertical	\$1,384	\$1,184

Date of Issue	Space Reservation	Material Due
January/February 2012	11/11/2011	12/5/2011
March/April 2012	1/20/2012	2/6/2012
May/June 2012	3/16/2012	4/5/2012
July/August 2012	5/18/2012	6/6/2012
September/October 2012	7/20/2012	8/7/2012
November/December 2012	9/21/2012	10/5/2012

➤ Attention Vendors:

Send a message to the entertainment, enterprise, and vertical market customers you want to influence! *Speech Technology* magazine is a bimonthly advertising opportunity that reaches readers all year long as we:

- › distribute more than 13,600 copies in Jan., March, May, July, Sept., and Nov. to qualified subscribers and to online readers with our interactive rich media digital edition.
- › attract and mail to new subscribers in 2012 via our website, conferences, and e newsletters.

Call for pricing on multiple-page insertions and Special Advertising Supplements.

➤ Digital Edition of Speech Technology Magazine

Vendors that purchase print advertising can submit a video ad or rich media to be included in the digital editions of *Speech Technology* magazine.

➤ Showcase advertising

2012 RATE CARD (NET): Showcase Rates

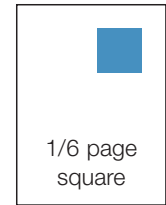
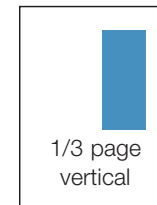
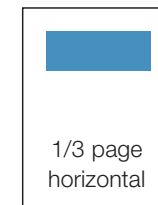
1X	1/6-page	\$300
	1/3-page	\$960

showcase sizes

- › 1/3-page, horizontal
- › 1/3-page, vertical
- › 1/6-page, square

Size (H x W, inches)

- 3-1/8" x 7-3/8"
- 6-3/8" x 3-1/2"
- 3-1/8" x 3-1/2"



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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. At the time of publication, the invoice, three tearsheets, and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

➤ ELECTRONIC FILES

Macintosh format, QuarkXPress 6.5 or lower, Press Quality PDF, Photoshop, or Illustrator files are preferred. Any/all images used, should be CMYK and saved as either TIFF or EPS files. Any files supplied as RGB or containing SPOT colors will be converted to CMYK. Final file resolution must be at least 300 dpi.

An accurate proof of how the ad is to be printed MUST be included with the disc. All four-color ads MUST be supplied with an accurate color proof.

DISC: Electronic files may be supplied on DVD or CD-ROM.

EMAIL: Ads sent via email must not exceed 10MB (gross file size). Files should be compressed as a .sit, .zip, or .sea. Email files to adsubmit@infotoday.com.

For inquiries about specifications, contact: Michael Hardwick • Direct: (609) 654-6266, ext. 130 • **Email:** mhardwick@infotoday.com

➤ UPLOADING FILES

Address: <http://files.infotoday.com>

User ID: advert (case-sensitive)

Password: advert1 (case sensitive)

Electronic ad submission must be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. PDF proofs are accepted, however, due to variations in color printers, PDF proofs will not be considered color-accurate proofs. **Fax copies to *Speech Technology* magazine at (609) 654-4309.** Original color proofs must be mailed to *Speech Technology* magazine. Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

Ad Space	Orientation	Trim Size (w x h, inches)	Bleed Size (w x h, inches)
Full page	Vertical	8.5x10.875	8.75x11.125
Spread	Horizontal	17x10.875	17.25x11.125
2/3 page	Vertical	4.5x10	n/a
1/2 spread	Horizontal	17x5	17.25x5
1/2 page	Horizontal	7x5	n/a
1/3 page	Vertical	2.25x10	n/a

➤ MECHANICAL SPECIFICATIONS

Bleeds: Oversized ads are considered bleeds. There is no extra charge for bleeds.

Mechanical size for bleeds is 8-3/4"x11-1/8".

Live matter should be within 7-1/4"x10".

Trim size is 8-1/2"x10-7/8". A page consists of three columns, each 2-1/3"x9-5/8". Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended. Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (*see Electronic Files*).

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges.

➤ 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.

BEST PRACTICES SERIES: *The impact of print advertising and lead generation of online*

➤ ENTRÉE TO OUR AUDIENCE AND ACTIONABLE LEADS

Your sponsored essays, white papers, and case studies will be printed in a special section of *Speech Technology* magazine throughout 2012, with extensive distribution via our magazine, newsletters, and website, www.speechtechmag.com.

Your editorial topics can be wide-ranging:

- › Third-party white papers
- › Successful customer case studies
- › Your company's unique value proposition or market position
- › A behind-the-scenes look at your technology solution and why it's important

Generate leads for your sales force

- › All PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- › Leads will be distributed to all sponsors in this section.
- › Your individual PDF will be delivered to you for your own marketing efforts. These PDFs are for web marketing only and hard copy reprints are not authorized by ITI. Contact your Account Manager for reprint pricing.

➤ INCREASE YOUR REACH

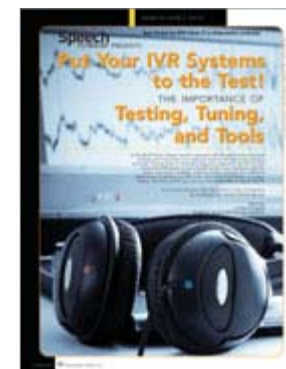
Through our newly added round-table webinar option, you can increase the reach of your message to the online community.

- › Space is available for three vendors and up to four participants
- › 60-minute format
- › Q&A session to follow
- › Additional fees apply to this newly added feature

Enormous distribution, reach, and frequency

- › Print distribution in *Speech Technology* magazine

- › Inclusion in digital version of *Speech Technology* magazine
- › An invitation to download a PDF of this special section sent to more than 28,000 SpeechTechMag.com subscribers — you get the leads
- › Homepage promotion on SpeechTechMag.com for the duration of the issue cover date
- › Inclusion in all eWeekly newsletters during issue month
- › Archived on SpeechTechMag.com for 1 year
- › More than 175,000 total impressions



➤ THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, you will have a forum to clearly define your vision of critical issues and solutions. We provide a forum for vendors with complex messages not easily conveyed in traditional print advertising to educate end users on a variety of topics in order to help them make better strategic decisions. This is your chance to show your company's thought leadership role in an open venue with other leading vendors.

➤ POSITION YOUR COMPANY

Speech Technology magazine's Best Practices Series content-rich journal format offers a unique marketing opportunity to position your company as a thought leader in the market.

Editorial and production services included

Speech Technology magazine will take care of all the copy-editing, layout, and design.

BEST PRACTICES

➤ Upcoming Schedule of Best Practices Series

January/February 2012 Issue

- › Outbound IVR
 - › Speech in Healthcare – Analyzing the Voice of the Customer
- Reservations Due 11/18/2011; Copy Due 12/5/2011
Roundtable Webinar: 2/9/2012 – Outbound IVR

March/April 2012 Issue

- › Testing, Tuning, & Tools
 - › Hosted Speech for the Enterprise and Service Provider Markets
- Reservations Due 1/24/2012; Copy Due 2/6/2012
Roundtable Webinar: 4/12/2012 – Hosted Speech for the Enterprise and Service Provider Markets

May/June 2012 Issue

- › Contact Center Solutions
 - › Semantic Analytics – Analyzing the Voice of the Customer
- Reservations Due 3/23/2012; Copy Due 4/5/2012
Roundtable Webinar: 6/14/2012 – Contact Center Solutions

July/August 2012 Issue

- › Speech Is an Essential Business Tool
 - › Engaging Customers in Mobile Environments
- Reservations Due 5/23/2012; Copy Due 6/6/2012
Roundtable Webinar: 7/28/2012 – Mobile Speech Solutions

September/October 2012 Issue

- › Speech Analytics
 - › Secrets to Better Customer Service Using Speech
- Reservations Due 7/25/2012; Copy Due 8/7/2012
Roundtable Webinar: 9/22/2012 – Speech Analytics

November/December 2012 Issue

- › Speech & CRM
 - › On Premise Solutions
- Reservations Due 9/24/2012; Copy Due 10/5/2012
Roundtable Webinar: 12/1/2012 – Speech & CRM (Joint Web Event)



➤ SPONSORSHIP RATES

Standard	1 page	(750 words)	\$5,000
Silver	2 pages	(1,500 words)	\$9,500
Gold	3 pages	(2,250 words)	\$13,000
Platinum	4 pages	(3,000 words)	\$16,000

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ANNUAL REFERENCE GUIDE

➤ **Speech Technology 2012**

January/February 2012

Reservations 11/18/2011 | Copy Due 12/5/2011

2012 Annual Reference Guide With PRINT and ONLINE EXPOSURE

All the Power of the Buyer's Guide, Vertical Markets Guide, and European Markets Guide in ONE ISSUE.

➤ **Here's What You Get**

- Available online 24/7 at www.speechtechmag.com.
- White paper or case study posting for 1 month for premium levels and above. Discounted rates for additional months.
- Reach more than 13,600 *Speech Technology* magazine readers AND 10,000 SpeechTechMag.com visitors per month.
- Promotion in every newsletter for the entire year.
- Promotion on the homepage and under every article where your company is mentioned.
- Full integration with online content – turn editorial mentions into actionable leads.
- Up to five customizable links within your profile directing visitors to your site.

- All of your editorial mentions pulled into your profile.
- Opportunity to drive lead generation and increase sales.
- Ability to reach multiple levels of decision makers in the buying process.
- Brand awareness and product identification.

Buyers of speech solutions refer year-round to the print and online versions of *Speech Technology* magazine's Annual Reference Guide, a paid listing of the leading companies offering speech solutions and services.



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REPRINTS

➔ **Speech Technology** 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.

BLACK/WHITE REPRINTS PRICE LIST

QUANTITY	8.5x11		(Bi-fold) 11x17	(Tri-fold) 11x25.5
	1 SIDE	2 SIDES	2 SIDES	2 SIDES
50	\$240	\$400	\$600	\$1,350
1,000	\$285	\$485	\$800	\$1,450
2,000	\$450	\$700	\$1,200	\$1,700
2,500	\$550	\$800	\$1,390	\$2,200
3,000	\$650	\$900	\$1,590	\$2,600
5,000	\$890	\$1,315	\$1,975	\$3,300
10,000	\$1,595	\$2,195	\$3,400	\$4,300

COLOR REPRINTS PRICE LIST

QUANTITY	8.5x11		(Bi-fold) 11x17	(Tri-fold) 11x25.5
	1 SIDE	2 SIDES	2 SIDES	2 SIDES
50	\$1,150	\$1,300	\$2,000	\$3,500
1,000	\$1,250	\$1,450	\$2,250	\$3,650
2,000	\$1,400	\$1,695	\$2,650	\$4,000
2,500	\$1,550	\$1,850	\$2,850	\$4,150
3,000	\$1,650	\$2,000	\$3,000	\$4,300
5,000	\$1,995	\$2,450	\$3,800	\$4,950
10,000	\$2,550	\$3,100	\$5,200	\$6,500

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PDFs:
 \$350 with reprint order;
 \$550 without reprint order

Paper:
 80 lb. White Gloss Stock

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

REPRINT ORDER FORM

Date _____

Billing Address:

Name _____ Title _____
 Company _____ Phone _____
 Address _____ Fax _____
 City/State/ZIP _____

Shipping Address: (if different from above)

Address _____
 City/State/ZIP _____

Send proofs to:

Contact Name _____
 Company _____
 Address _____
 City/State/ZIP _____
 Phone _____ Fax _____
 Email _____

Reprint requested:

Title of article _____
 Appearing on page(s) _____ of the _____ issue of _____
 (Month and year) (Publication)

Authorized Signature/Title **X** _____ Date _____

Payment Instructions:

Credit Card: MasterCard VISA AmEx DISCOVER

Credit card # _____ Exp. date _____

CREDIT CARD PAYMENT IS REQUIRED FOR ALL FIRST-TIME ORDERS. Your credit card will be billed after your order is processed and shipped. ** Please note that prices are not inclusive of shipping charges and any special customization charges that may be applicable. Any additional customization, handling, and shipping charges will be added to your order.

Authorized Signature/Title **X** _____ Date _____

Return Form to: E-mail: adrienne@infotoday.com or dennis@infotoday.com • Fax 801-838-2457

Method of Shipping:

- UPS Ground UPS 2nd Day
- UPS 3rd Day UPS Next Day

(UPS charges are additional)

Special Instructions: (please check all applicable choices)

- Halftones Screens Stapled
- Company logo attached
- Additional copy attached
- Print Size reduction (reduce to) _____
- Fold Paper (indicate final dimensions) _____
- PDF email to: _____
- Please Rush
- Other _____

(Note: A \$50.00 rush charge will be added to invoice)

PRINT ORDER: Number of article pages _____

Number of printed copies _____

- B/W
- Color \$ _____
- Special Instructions _____

_____ \$ _____

PAPER SIZE: (Choose one size)

- 8 1/2 x 11
- 11 x 17
- 11 x 25-1/2

(Paper Quality: 80 lb Gloss White) \$ _____

SPECIAL INSTRUCTION CHARGES:

PDF charge \$ _____

Rush charge \$ _____

OTHER: \$ _____

Subtotal \$ _____

UPS Shipping & Handling \$ _____

NJ Sales tax (7%) \$ _____

Total \$ _____

ONLINE AUDIENCE

SPEECH TECHNOLOGY MEDIA'S audience

➤ WHO VISITS SPEECHTECHMAG.COM?

- › Top-level executives and IT managers from Fortune 1000 enterprises
- › Business decision makers
- › Technology decision makers
- › Hosting companies
- › Call center service providers
- › Executive search companies
- › Software and hardware companies
- › Voice prompt companies
- › Managed service providers
- › Professional services/consulting
- › VUI designers
- › Developers
- › Mobile solution providers
- › Biometric solution providers
- › Testing providers

Reserve Your Space Today!

Adrienne Snyder
Advertising Director
Eastern & Central
201-327-2773
adrienne@infotoday.com

Dennis Sullivan
Advertising Director
Mountain & Pacific
203-445-9178
dennis@infotoday.com

ONLINE STATS

- › More than 20,000 page views monthly
- › Average budget is \$562,000
- › Average revenue of companies is \$410 million
- › More than 11,500 visits every month
- › Nearly 10,000 unique visitors monthly from 108 different countries
- › SPEECHTECHMAG.COM DEMOGRAPHICS

Job Level	
C Level	14%
Vice President	4%
Director	13%
Manager	25%
Technical	32%
Creative	12%



NEWSLETTER AND EMAIL PRODUCTS

➤ **E WEEKLY INDUSTRY NEWS**

eWeekly newsletter arrives each Wednesday with fresh and accurate news from across the industry and written by *Speech Technology* magazine editors. It's the only newsletter of its kind in the industry.

CIRCULATION: 20,500

FREQUENCY: Weekly

➤ **SPONSOR ADVERTISING SPECIFICATIONS:**

- › 50-word text description and URL link in email body
- › 468x60 pixels GIF web banner with URL link in email body
- › Sponsorship is archived by issue date on **SpeechTechMag.com** (all sponsor links remain active)

Speech Technology's eWeekly sponsorships are sold on a first-to-book basis.

Reserve your **eWeekly** sponsorship schedule for the entire year.

Schedule your sponsorships around product launches and industry events.

➤ **DIGITAL SPEECH TECHNOLOGY MAGAZINE SPONSORSHIP RATES**

- › Includes email blast invitation (logo, 50-words of text, and link)
- › Digital magazine sponsorship opposite front cover
- › See digital magazine sponsorship page for full details

➤ **SPONSORED CONTENT MAILINGS**

These HTML mailings are distributed each Tuesday featuring third-party offers.

CIRCULATION: 17,000

FREQUENCY: Weekly

➤ **SPONSOR ADVERTISING SPECIFICATIONS:**

- › HTML coding, links, and images must be provided
- › Sponsored content mailings are due 48 hours prior to mailing
- › Any additional work, beyond standard specifications, by STM staff is subject to \$75/hour fee

Sponsored Content Mailings are sold on a first-to-book basis.

Reserve your **Sponsored Content Mailing** schedule for the entire year.

Use to promote live/archived webinars, product launches, white papers, case studies, or surveys.

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SPEECHTECHMAG.COM RATE CARD

➤ Ad Size	Location (ROS)	Cost
728x90	top position (Leader board)	\$65 CPM
336x280	inside articles & homepage	\$70 CPM
468x60	top position	\$40 CPM
120x600	right side position	\$65 CPM
Text Ads	inside articles	\$50 CPM
Sponsored Links	bottom of each page	\$500/month

➤ Digital Speech Technology Magazine Sponsorship Rates

COST: 1X \$900
 3X \$800
 6X \$700

➤ WHITE PAPER POSTINGS / WEBCAST POSTING DEMO CENTER / PODCASTING

1X \$750 3X \$500 6X \$400 * per month

➤ Speech Technology Best Practices Series (Online + Print)

COST: 1X \$3,000
 3X \$2,500

Speech Technology Roundtable Web Events \$5,000

➤ Speech Technology Magazine eWeekly Sponsorship(s)

1X \$1,000
 3X \$900
 6X \$800

➤ Sponsored Content Mailings

1X \$2,500
 3X \$2,250
 6X \$2,000

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SPEECHTECHMAG.COM

MATERIAL SPECS

➤ **SpeechTechMag.com** offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes Google Ad Manager 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 Google Ad Manager.
- › We accept the following creative units: GIF, GIF 89, rich media, HTML.
- › Flash: Linking URL must be embedded in the .swf file.
- › Must provide backup GIF banner for all flash banners

➤ Testing

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

➤ Reporting

Reports detailing campaign performance are available.

➤ Submission Instructions

Submit all creative to:
 Include live linking URL and ALT text.
 (ALT text may not exceed 25 characters including spaces.)

Eastern & Central

adrienne@infoday.com

Mountain & Pacific

dennis@infoday.com

➤ Creative Limits

SpeechTechMag.com recommends no more than three looping frames on animation GIFs.

➤ Creative Modifications

When necessary, SpeechTechMag.com may make the following modifications to the creative:

- › change the name of the file
- › add a redirect to our servers via the click-through URL so that our ad server can count clicks
- › add a command to open a new browser window when user clicks
- › add a 1x1 pixel to all HTML banners to allow our ad server to count impressions

➤ Counting Impressions & Clicks

Google Ad Manager 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.

<i>Standard Creative Units</i>	<i>Max File Size</i>	<i>Banner Location</i>
728x90	39K	top (leader board)
336x280	39K	inside articles
468x60	39K	top
120x600	39K	right side
Text Ad	30–35 words plus linking URL	inside articles
Sponsored Links	69 characters	bottom of each page

DIGITAL SPEECH TECHNOLOGY SPONSORSHIP

➤ Digital Speech Technology magazine – THE PREMIER SPONSORSHIP OPPORTUNITY

Speech Technology magazine has an exclusive, unique, and powerful way for you to indelibly align your company with our magazine’s brand.

➤ Leverage Our Brand and Generate Leads

The exclusive sponsor of digital *Speech Technology* magazine will enjoy many tangible, lead-generating benefits. But, the real value of this partnership is the positive effect this sponsorship will have on elevating the perception of your company as a leader in the speech technology market space.

➤ Massive Market Exposure

Specifically, as the exclusive sponsor of digital *Speech Technology* magazine, your company will receive:

- › **Exclusive Email Invitation** – Acknowledgment as the exclusive sponsor in an email invitation we will send to more than 10,000 of our magazine and newsletter subscribers promoting the issue.
- › **Newsletter Exposure** – Digital *Speech Technology* magazine will be promoted in every issue of *Speech Technology* magazine’s *eWeekly* newsletter during the entire month of publication with a total distribution of approximately 80,000. The sponsor will be recognized with a clickable logo and 50 words under the “spinning icon.”
- › **SpeechTechMag.com Exposure** – Promotion on run-of-site left-hand side tool bar of SpeechTechMag.com for the entire issue month with 10,000 unique visitors.

› **Digital Speech Technology Magazine Exposure** – Logo and 75-word description in the text box opposite the digital magazine cover within the browser window.

› **Digital Speech Technology Magazine Exposure** – A “sponsored by” button right on the tool bar of the digital magazine’s browser.

DIGITAL RATES

1X	\$900
3X	\$800
6X	\$700

Upgrade to Flash, streaming audio, or video for \$750.



DIGITAL MAGAZINE SPECS

➤ REACH ONLINE INTERNATIONAL READERS 24/7 WITH THE DIGITAL VERSION

- › All issues are completely searchable.
- › Issues can be downloaded and viewed anywhere.
- › Viewers stay on average 9 minutes per visit.
- › Bring your ad to life with animation, video, or audio.
- › Engage the reader with interactive advertising.
- › Sponsor and receive inclusion in our email invitation to download the digital version, inclusion of your logo in the digital issue toolbar, and recognition in the newsletter and on the homepage.

➤ YOUR DIGITAL VERSION AD SPACE IS INCLUDED WITH YOUR AD ORDER IN **SPEECH TECHNOLOGY MAGAZINE!**

Guidelines for NXTbook Interactive Elements (Flash, Audio, Video)

AUDIO:

1. Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
2. All .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

ANIMATION:

1. Please supply animation as Flash 8 or earlier files. We will need .swf AND .fla files supplied. Please note that we cannot use Flash 9 files.
2. We do not support animations created using SWISH.
3. Make sure there is no white space around the edge of the Flash animation.
4. Set the Flash file to a frame rate of 24 fps.
5. For animations that shouldn't loop, please ActionScript it as such.
6. Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and _root references, or global functions like setTimeinterval. This also means not to use play() but this.play().

7. Animations created for the intro page, opposite the cover, should be made at 475x625 pixels or dimensions that are proportional.
8. There should be no links in the animations we are given. We will create the links so they can be tracked.
9. There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
10. Images should be set to lossless compression instead of photo compression.
11. Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are OK to use.
11. Please do not use any preloading process in the animations.
12. Please do not use the Tween Lite engine in Flash 7 or Flash 8 animations.

VIDEO:

1. Please send video files as an .flv or .avi file. We also accept Windows Media Player, Real Video, or QuickTime formats.
2. When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
 - › Uncompressed video
 - › Sorenson Video 1, 2, and 3
 - › Motion JPEG A and B
3. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:
 - › Uncompressed audio
 - › ALaw 2:1
 - › ADPCM
4. When sending .avi files, avoid using the Intel Indeo video codec.

DELIVERY OF MATERIALS

Deliver to your account rep.

SPEECH TECHNOLOGY MAGAZINE SPONSORED SURVEY

➤ 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 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

Package Price **\$6,000**

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WEB EVENTS

➤ **What are *Speech Technology Magazine* Web Events?**

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and question & answer 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.

➤ **What You Get**

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with multiple marketing touch points.
- › Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- › Brand Leverage – Use the strength of our Speech Technology brand. Moderated by *Speech Technology* magazine editor David Myron and marketed under the Speech Technology brand.
- › A managed process – We take care of all of the details: marketing, registration, technology, follow-up.
- › Web Events – Information Today, Inc. has been producing streaming Web Events since 1998. *Speech Technology* magazine has produced Web Events for clients such as Nuance, Convergys, NICE, BBN Technologies, SpeechCycle, and Angel, to name a few.

➤ **We Take Care of All the Details**

Speech Technology magazine will produce, market, and broadcast your 1-hour audio Web Event.

**HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP
POSITION-LEVERAGED BRAND EQUITY • COMPLETE MARKETING
PROGRAM • MULTIPLE TOUCH POINTS**

➤ **Action List**

- Our aggressive online and print advertising campaign includes the following:
- › HTML email invitation to our 20,000-name database of your best customers and prospects
 - › Banner advertising on SpeechTechMag.com
 - › 3 pre-promotions in *Speech Technology* magazine's *eWeekly* newsletter with a 21,000 circulation
 - › 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
 - › Reminder email with registration information
 - › Post-event thank you email with links to archive for both attendees and nonattending registrants
 - › Optional post-event survey of registration list
 - › Access to all registrations, including post-event registration for the archived version
 - › Sponsored webcast archived on SpeechTechMag.com