

Speech MEDIA TECHNOLOGY

A division of Information Today, Inc.

AWARD-WINNING
design and editorial



ABOUT SPEECH TECHNOLOGY MEDIA

- Demographics
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 - Web Events

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

- › Published four times per year: February, May, August, and 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.
- › Distributed via print to more than 13,000 qualified readers and offered digitally to SpeechTechMag.com's online users.
- › Distributed at key industry events.
- › Readership is heavily weighted with C-level executives, presidents, owners, and industry leaders in key markets.
- › Annual Reference Guide

➤ 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 and Customer Service Experience.

Reserve Your Space Today!

LaShawn Fugate

Publisher
 (859) 278-2223, ext. 104
 lashawn@infotoday.com

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)



ASBPE:

Award: Northeast Silver
Category: Original Research
Article: "The 2011 Market Leaders"
Author: Eric Barkin, Leonard Klie
Issue: July/August 2011



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



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



Award: National Bronze
Category: Opening Page/
 Spread-Computer
Article: "I'm Sorry, Dave,
 I'm Afraid I Can't Do That"
Designer: Laura Hegyi
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

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

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 13,000 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 a quarterly publication distributed in February, May, August, and November to more than 13,000 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

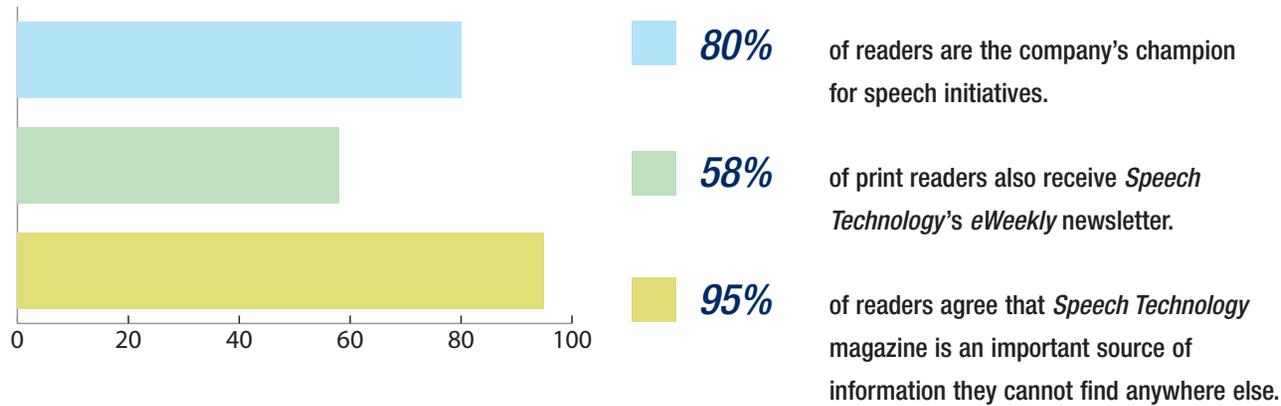
REACH QUALIFIED DECISION MAKERS FROM:

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	

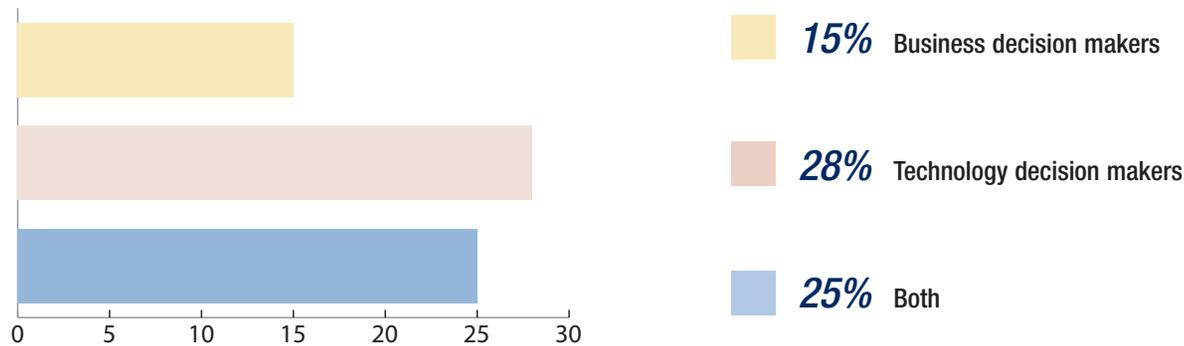
DATA POINTS

➤ 13,000 circulation

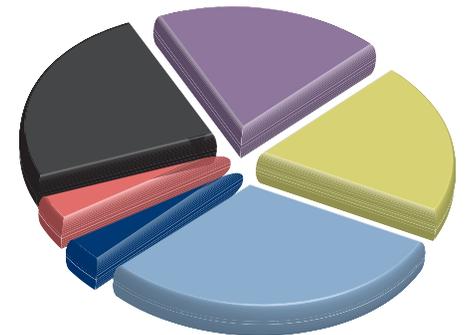
Who reads *Speech Technology* magazine?



What type of purchasing influence do our readers have?



How do our readers expect their budgets for speech-related products and services to fare in 2013?



Source: *Speech Technology* Reader Survey, September 2012

DATA POINTS



Budgets for Speech-Related Products and Services

14% – more than \$500,000

31% – more than \$100,000



Revenue of Readers' Companies

19% – more than \$5 billion

40% – more than \$500 million

The average company revenue is \$1.17 billion.



Engaged Readers

47% have contacted advertisers or visited their sites.

54% have used information to make a buying decision.

77% have given an article to a co-worker.

71% have saved an issue for future referral.

70% have read the last three out of four issues cover-to-cover.



Number of Employees in Readers' Companies

19% have more than 20,000 employees.

55% have more than 1,000.

The average number of employees is 6,503.

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

(more than one answer allowed)

	Makes Final Decision	On Decision-Making Team
Our Reader	19%	64%
Sr. Corporate Executive/Manager	49%	38%
Customer Service Executive/Manager	17%	65%
IT Executive/Manager	23%	56%
Line of Business Executive/Manager	7%	61%
Integrator/Consultant	2%	61%

Source: *Speech Technology* Reader Survey September 2012

Who Subscribes to *Speech Technology* magazine?

C-Level/EVP/VP 41%

Engineer 16%

Sales/Marketing 34%

EDITORIAL CALENDAR FOR 2013

	Close Dates	Mail Date	FYI Vertical Market	Enterprise Strategy Feature	Customer Strategy Feature	Designers Developers Feature
Spring 2013 <ul style="list-style-type: none"> Annual Reference Guide Outbound IVR Analyzing the Voice of the Customer 	Editorial Close: 11/1/2012 Space Close: 12/14/2012	1/30/2013	Government	The Voice-Enabled Home	Evaluating Speech Tech Designer/Developer Partner Programs	Siri-Like Mobile Virtual Assistants for the Enterprise
Summer 2013 <ul style="list-style-type: none"> Virtual Assistants Cloud Computing and its effect on Speech Speech Analytics 	Editorial Close: 2/1/2013 Space Close: 3/22/2013	5/1/2013		Voice-Based Micro-Blogging	Speech in Healthcare: Preparing for 2014's Electronic Health Records	Cloud-Based Speech Solutions
Fall 2013 <ul style="list-style-type: none"> Cross Channel Experience Mobile Solutions Voice Command and Control 	Editorial Close: 4/1/2013 Space Close: 6/14/2013	7/31/2013	Insurance	Speech Industry Awards		
Winter 2013 <ul style="list-style-type: none"> Speech in Fraud Prevention Automated Outbound IVR Contact Center Solutions 	Editorial Close: 7/1/2013 Space Close: 9/20/2013	10/30/2013	Financial Services	Voice Biometrics Solutions	Live Chat and TTS/ASR	How Can VUI Design Help GUI Design?

SpeechTEK New York: 8/19/2013

➤ 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 showcase hard and soft ROI benefits and how they were achieved.

➤ EDITORIAL CONTACTS:

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- Webinar Moderator

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- Contact Centers
- Customer Experience Management

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

RATE CARD

➤ 2013 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

Issue	Space Reservation	Material Due	Mail Date
Spring	12/14/2012	1/4/2013	1/30/2013
Summer	3/22/2013	4/5/2013	5/1/2013
Fall	6/14/2013	7/5/2013	7/31/2013
Winter	9/20/2013	10/4/2013	10/30/2013

➤ Attention Vendors:

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

- › distribute more than 13,600 copies in February, May, August, and November to qualified subscribers and to online readers with our interactive rich media digital edition.
- › attract and mail to new subscribers in 2013 via our website, conferences, and newsletters.

Call for pricing on multiple-page insertions and special advertising supplements.

➤ Digital Edition of *Speech Technology Magazine*

Vendors that purchase online programs will receive print opportunity.

➤ Showcase advertising

2013 RATE CARD (NET): Showcase Rates

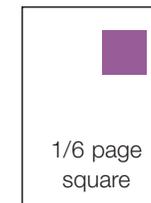
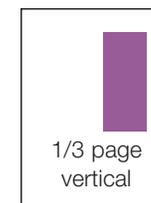
1X	1/6-page	\$300
	1/3-page	\$960

showcase sizes

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

Size (HxW, inches)

- 3-1/8"x7-3/8"
- 6-3/8"x3-1/2"
- 3-1/8"x3-1/2"



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LaShawn 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

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

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



PRODUCTION REQUIREMENTS

➤ www.infotoday.com/advert/CTPAdSpecs.pdf

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.

➤ File submission instructions:

› To upload files via the web:

- › Using your web browser, log onto <http://files.infotoday.com>.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

› Submission on disc:

- › Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- › Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

› Mail disc to:

**Ad Trafficking Coordinator
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055-8750
(800) 300-9868 • (609) 654-6266, ext. 130
Fax: (609) 654-4309
adsubmit@infotoday.com**

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 and magazine issue.

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

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 2013, 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 roundtable 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

Spring 2013 Issue

- › Outbound IVR
- › Analyzing the Voice of the Customer

Reservations Due 12/14/2012; Copy Due 1/4/2013; Mail Date 1/30/2013
 Roundtable Webinar 2/13/2013 – Outbound IVR

Summer 2013 Issue

- › Testing, Tuning, & Tools
- › Hosted Speech for the Enterprise and Service Provider Markets
- › Speech Analytics

Reservations Due 3/22/2013; Copy Due 4/5/2013; Mail Date 5/1/2013
 Roundtable Webinar 4/11/2013 – Hosted Speech

Fall 2013 Issue

- › Contact Center Solutions
- › Mobile Speech Solutions

Reservations Due 6/14/2013; Copy Due 7/5/2013; Mail Date 7/31/2013
 Roundtable Webinar 6/13/2013 – Contact Center Solutions

Winter 2013 Issue

- › Speech & CRM
- › On-Premise Solutions

Reservations Due 9/20/2013; Copy Due 10/4/2013; Mail Date 10/30/2013
 Roundtable Webinar 10/9/2013 – Speech & CRM (Joint Webcast)

➤ SPONSORSHIP RATES

Standard	1 page	750 words	\$3,500
Silver	2 pages	1,500 words	\$6,500
Gold	3 pages	2,250 words	\$9,000
Platinum	4 pages	3,000 words	\$11,500



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 lashawn@infoday.com

ANNUAL REFERENCE GUIDE

➤ **Speech Technology 2013**

Spring 2013

Reservations 12/14/2012 | Copy Due 12/27/2012 | Mail Date 1/30/2013

2013 Annual Reference Guide With PRINT and ONLINE EXPOSURE

The most comprehensive Speech Buyers Guide in the industry

➤ **Here's What You Get**

- › Unlimited online profile available for 1 year on www.speechtechmag.com.
- › Listing of your choice in the print issue of *Speech Technology* magazine's Spring edition.
- › 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 listing is displayed under every article on SpeechTechMag.com where your company is mentioned.
- › Links to your social networking sites: Facebook, LinkedIn, Twitter, Blogs, YouTube.
- › Incorporate a video window right into your listing.
- › Lead generation: Incorporate five links to your white papers, case studies, or landing pages on your site.
- › Improve your SEO with in-bound links from a quality source.
- › Complete the loop, and create a path from your editorial mentions on our site back to your content marketing strategy.

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.

➤ **Promotion & Distribution**

- › Reach more than 13,000 *Speech Technology* magazine readers AND 10,000 SpeechTechMag.com visitors per month.
- › Promoted in every e-newsletter (18,000) for the entire year.
- › Promoted on the homepage and under every article that mentions your company.

- › Distributed at the SpeechTEK, Customer Service Experience, and CRM Evolution 2013 conferences & exposition, August 19–21, 2013, at New York Marriott Marquis.

➤ **Rates**

Premium Profile—\$1,000

- › Logo, company name, address, phone, fax, email, web address plus 50 words for corporate profile and/or product description
- › Company listing in unlimited categories for both online and print versions

One-Half-Page Profile—\$1,600

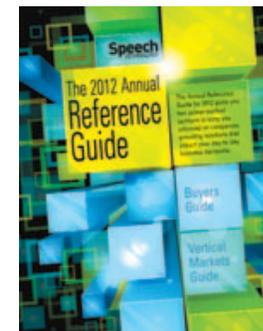
- › Includes Online Profile for 1 Year
- › Logo, company name, address, phone, fax, email, website, five online links, 150-word corporate description and/or product description
- › **INCLUDES:** Company listing in unlimited categories

Full-Page Profile—\$2,900

- › Includes Online Profile for 1 Year
- › Logo, graphic—product or screen shot, company name, address, phone, fax, email, website, 10 online links, 300-word corporate description and/or product description
- › **INCLUDES:** Company listing in unlimited categories

Online-Only Profile (1 Year)—\$650

- › Link to your Social Media Networks—Twitter, LinkedIn, and Facebook accounts
- › Company statement
- › Products & 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 & Vertical Market selections.
- › Get five links to your case studies, white papers, archived webcasts or special landing pages.
- › Add a video window right into your listing.
- › **INCLUDES:** Free online listing on the new Customer Service website (www.smartcustomerservice.com) until 2014.



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

For more information, please call:

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

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.

SPEECH TECHNOLOGY RESEARCH

➤ 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 (15,000 names)
 - Newsletter Sponsorships (17,800 names)

- Sponsored Content Listing (homepage and newsletters) (600,000 imp./mo.).
- *Speech Technology* magazine will create a registration page and 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 (10,000 subscribers)

➤ 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 touch points.
- 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):

➤ CONTACT

La Shawn Fugate

Publisher/Advertising Sales

(859) 278-2223, ext. 104

lashawn@infotoday.com



ONLINE 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!

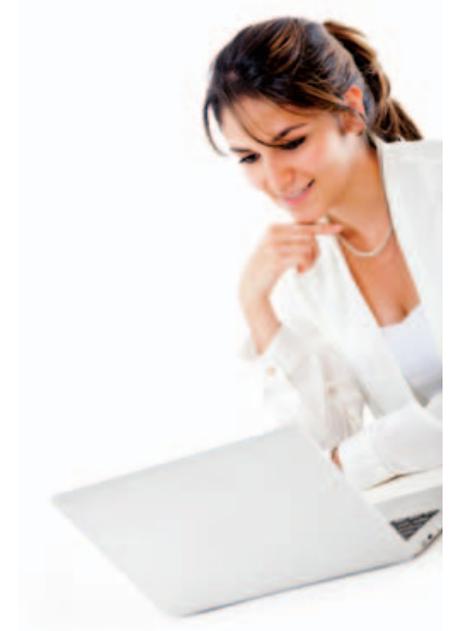
LaShawn Fugate

Publisher
(859) 278-2223, ext. 104
lashawn@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 112 different countries
- › SPEECHTECHMAG.COM DEMOGRAPHICS

Job Level	
C Level	11%
Vice President	5%
Director	16%
Supervisor	8%
Manager	17%
Staff	14%
Technical	21%
Other	8%



NEWSLETTER AND EMAIL PRODUCTS

➤ **EWEKLY INDUSTRY NEWS**

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

CIRCULATION: 18,300

FREQUENCY: Every Wednesday

➤ **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: 15,400

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 LEAD GEN 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

WHITE PAPER POSTINGS / WEBCAST POSTING DEMO CENTER / PODCASTING

1X \$600 3X \$500 6X \$400 * per month

Speech Technology Magazine eWeekly Sponsorship(s) 18,300 opt-in subscribers

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

Sponsored Content Mailings 15,400 opt-in subscribers

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

Digital Speech Technology Magazine Sponsorship Rates

COST: 1X \$800
 3X \$700
 6X \$600

Speech Technology Best Practices Series (Online + Print)

COST: 1X \$3,500
 4X \$3,000

Speech Technology Roundtable Web Events \$4,500

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 lashawn@infoday.com

SPEECHTECHMAG.COM MATERIAL SPECS

➤ **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 (formerly Google Ad Manager).

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).

➤ 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:

› **LaShawn Fugate:** lashawn@infotoday.com

Include live linking URL and ALT text.

(ALT text may not exceed 25 characters including spaces.)

<i>Standard Creative Units</i>	<i>Max File Size</i>	<i>Banner Location</i>
728x90	200K	top (leader board)
336x280	200K	inside articles
468x60	200K	top
120x600	200K	right side
Text Ad	30–35 words plus linking URL	inside articles
Sponsored Links	69 characters	bottom of each page

➤ 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 re-directed 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:

```
on (release)
{
  getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change ‘Link_1’ to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.CLICK, 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.

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	\$600
2X	\$550
4X	\$500

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 setInterval. 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**

Reserve Your Space Today!

LaShawn Fugate

Publisher
(859) 278-2223, ext. 104
lashawn@infotoday.com



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 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.

➤ What You Get

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event for a period of 60 days afterwards.
- › 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 the 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 16,000-name database of your best customers and prospects
- › Banner advertising on SpeechTechMag.com
- › 3 pre-promotions in *Speech Technology* magazine's *eWeekly* newsletter with an 18,300 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
- › 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
- › Sponsored webcast archived on SpeechTechMag.com