

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.