

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.

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

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