

## 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 2010, preceded by an introduction by our STM publisher, La Shawn Fugate, with extensive distribution via our magazine, newsletters, and website, [www.speechtechmag.com](http://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

#### 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 3 vendors and up to 4 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

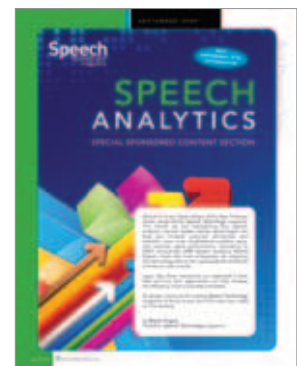
*Speech Technology* magazine's Best Practices Series content-rich journal format offers a unique marketing opportunity to position your company as a thought leader in the market.

##### **Reprints**

- A PDF of the section will also be provided to you at no additional cost.

##### **Editorial and production services included**

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



# UPCOMING SCHEDULE of Best Practices Series

## January/February 2010 Issue

Outbound IVR  
In a Down Economy, Speech Gives You a Good ROI in the Contact Center  
Reservations: 11/13/09; Copy Due 12/4/09  
Round-Table Webinars to be scheduled during January or February

## March/April 2010 Issue

How Do Your Customers Stay in Touch With You in a Mobile World?  
Put Your IVR Systems to the Test! The Importance of Testing, Tuning, and Tools  
Verifying Your Customers Identity—How This Can Save You Money  
Reservations 1/15/10; Copy Due 2/4/10  
Round-Table Webinars to be scheduled during the months of March and April

## May/June 2010 Issue

Contact Center Business Applications Utilizing Speech  
Translation and Localization  
Keeping Your Workforce Mobile Without Sacrificing Data  
Reservations 3/19/10; Copy Due 4/5/10  
Round-Table Webinars to be scheduled during the months of May and June

## July/August 2010 Issue

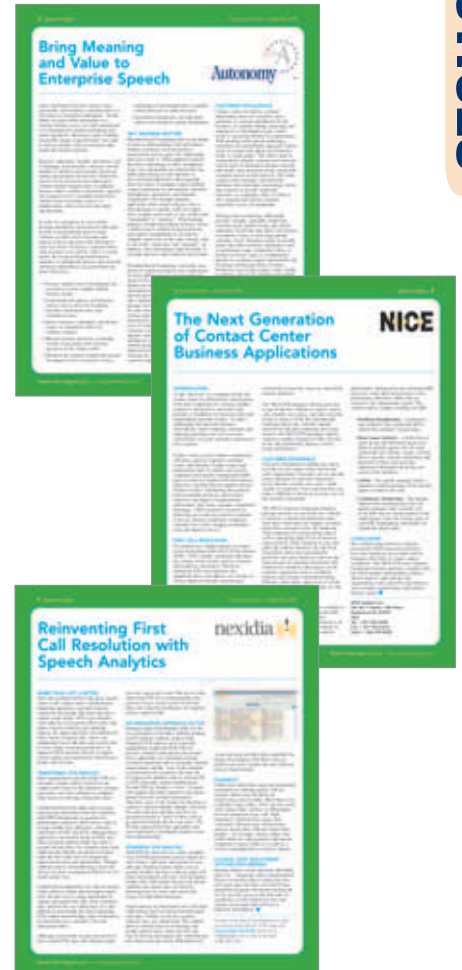
Business Personas: How the Right Synthetic Agent Can Work for You  
Developer "How To" Series  
Reservations Due 5/14/10; Copy Due 6/4/10  
Round-Table Webinars to be scheduled during the months of July and August

## September/October 2010 Issue

Increasing Call Center Efficiency With Speech Analytics  
Voice Picking Solutions  
Reservations Due 7/16/10; Copy Due 8/5/10  
Round-Table Webinars to be scheduled during the months of September and October

## November/December 2010 Issue

Cloud Computing—Hosted Speech Solutions  
Haven't Implemented Speech? What's Holding You Back? 10 Tips to Deployment  
Reservations Due 9/17/10; Copy Due 10/4/10  
Round-Table Webinars to be scheduled during the months of November and December



## SPONSORSHIP RATES

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

## ADVERTISING CONTACTS

### LA SHAWN FUGATE

*Publisher*  
lashawn@infoday.com  
Toll-Free: 877-993-9767  
Direct: 859-278-2223

### BRYAN SAYLER

*Integrated Marketing Manager*  
bsayler@infoday.com  
Toll-Free: 877-993-9767  
Direct: 859-278-2223, ext. 102