

2010 Speech Technology Magazine Rate Card

4-Color Rates	OPEN RATE	3X	6X	9X
Two-Page Spread	\$8,619	\$8,190	\$7,760	\$7,326
Full Page	\$5,203	\$5,115	\$4,851	\$4,422
2/3 Page	\$4,444	\$4,224	\$3,999	\$3,779
1/2-Page Horizontal	\$3,504	\$3,328	\$3,152	\$2,976
1/3 Page	\$2,794	\$2,662	\$2,519	\$2,376
1/4 Page	\$2,464	\$2,343	\$2,222	\$2,096
Executive Focus	\$5,000			
Companies to Call	(text ads)			
guaranteed 1/3 Page placement	\$1,500			
2/3 Page	\$2,800			

Classified Ad Rates	OPEN RATE
1/16 Page	\$300
1/8 Page	\$500
1/4 Page	\$1,000

These ads are placed at the back of the magazine in the Classified Section

Upgrade your advertising in our digital version of Speech Technology to flash, streaming audio or video for an additional \$750

MAGAZINE TRIMS TO 8.375" wide x 10.875" high

	Width	Height		Width	Height
Full Page (trims to)	8.375"	10.875"	Half-Page Spread (nonbleed)	15.25"	4.5"
Full Page (nonbleed)	7.375"	9.875"	Half-Page Spread (with bleed on L, R & Foot)	17"	5.375"
Full Page (with bleed)	8.625"	11.125"	2/3 Page-Vertical (nonbleed)	4.5"	9.25"
Full-Page Spread (trims to)	16.75"	10.875"	2/3 Page-Vertical (with bleed)	5.5"	11.125"
Full-Page Spread (nonbleed)	15.75"	9.875"	1/3 Page-Vertical (nonbleed)	2.125"	9.25"
Full-Page Spread (with bleed)	17"	11.125"	1/3 Page-Vertical (with bleed)	3.125"	11.125"
Half-Page-Horizontal (nonbleed)	6.875"	4.5"	1/4 Page-Vertical (nonbleed)	3.25"	4.5"
Half-Page-Horizontal (with bleed on L, R & Foot)	8.625"	5.375"	1/16 Page-Vertical (nonbleed)	3.25"	1"
Half-Page-Vertical (nonbleed)	3.25"	9.25"	1/8 Page-Vertical (with bleed)	3.25"	2.125"
Half-Page-Vertical (with bleed)	4.25"	11.125"	1/4 Page-Vertical (nonbleed)	3.25"	4.5"

Each magazine is printed web offset, to SWOP standards; perfect bound.

Please keep live matter 3/8" from trim: head, foot, side, and gutter. Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

COVER PREMIUMS

Back Cover Position *add 30%*
 Inside Front Cover Position *add 25%*
 Inside Back Cover Position *add 25%*
 Guaranteed Positions *add 15%*

15% agency commission recognized.
Belly Bands – Trade show distribution only.
Gatefolds, Inserts, Polybags, Split Covers, and other unusual creative units, please inquire with your advertising representative for cost and availability.

PACKAGES/DISCOUNTS

STANDARD SPONSORSHIP LEVEL	Spending up to \$10,000, no discount off open rate
SILVER SPONSORSHIP LEVEL	Spending from \$10,000–\$25,000, 5% discount
GOLD SPONSORSHIP LEVEL	Spending between \$25,000–\$50,000, 10% discount
PLATINUM SPONSORSHIP LEVEL	Spending over \$50,000, 15% discount

SPEECHTEK 2010 SHOW DIRECTORY ADVERTISING RATES

Ad Unit	4-Color
Full Page	\$2,000
Half-Page	\$1,500
Logo Upgrade	\$300

For the latest updated media information, go to www.speechtechmag.com/About/AboutSTMag.aspx?ContextSubtypeID=155

Ad Requirements

- We will only accept digital files. Please review the Digital Ad Submission Guidelines prior to sending your creative.
- All advertising materials will be destroyed after use. Should you require that materials be returned, please submit a written request (when submitting materials) to *Speech Technology* magazine at the address below.

FTP transfer

You may also send us files via our website:

SITE: <http://files.infotoday.com>
 USERNAME: advert (case sensitive)
 PASSWORD: advert1 (case sensitive)

- Place the file(s) in the folder labeled: Speech Tech Ads
- Once the file is uploaded, please email to adsubmit@infotoday.com the name of the document you uploaded, name of the advertiser, and the issue date in which you are placing your ad. Make sure to also overnight a high-quality proof of your ad to:
Speech Technology Magazine Production Department
 Information Today, Inc
 143 Old Marlton Pike
 Medford, NJ 08055
 Attn: Michael Hardwick
mhardwick@infotoday.com
 609-654-6266 x130

Submission on CD

- Mark disc with title of ad, name of agency, and issue date in which ad will be placed.
- Include high-quality hard copy proof of your ad with the disc.
- Once the disc has been mailed, please email to adsubmit@infotoday.com the name of the document you submitted, name of the advertiser, and the issue date in which you are placing your ad.

Publisher's Requirements

- All clients must submit a credit application before their first insertion.
- No cancellations are permitted after the Ad Close date without penalty.
- Advertisers contracted to run in Premium Positions must give 30-day notice before the issue's Ad Close date.
- Unfulfilled contracts will be short rated to the actual frequency level and all merchandising will be charged back to the advertiser at full rate.
- Advertisers submitting insertion orders past the Ad Close date forfeit their position requests.
- All materials must be submitted by the materials due date, or the magazine does not take responsibility for mistakes.
- No positions are guaranteed unless advertisers have agreed to pay the premium position charges.
- Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.
- Publisher must approve in writing any exception of deviations from these requirements.

DIGITAL AD SUBMISSIONS GUIDELINES

CTP Specification

We accept the following formats:

Hi-Res Press-Ready PDF

(Preferred for full-page ads and full-page spreads)

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300-dpi images only

Photoshop TIFF files

For Macintosh (CMYK): 300 dpi, size and bleeds according to pub specs

QuarkXPress 6.5 or earlier (Mac)

(Preferred for partial ads and half page spreads)

- All art and PostScript fonts for Mac enclosed; do not use true type fonts
- CMYK color specifications only
- High-resolution 300-dpi images at 100% size, no local rotation or flipping in Quark
- TIFF file format for raster images; EPS file format for vector images
- Flatten image files in their native applications before placing in Quark
- Convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

When renaming files, make sure to keep the proper file extension (i.e., .eps., .qud, .pdf, etc.)

For the latest updated media information, go to www.speechtechmag.com.

ADVERTISING PRODUCTION DATES

	Space Close	Materials Due
January/February 2010 ANNUAL REFERENCE GUIDE	11/13/2009	12/4/2009
March/April 2010	1/15/2010	2/4/2010
May/June 2010	3/19/2010	4/5/2010
July/August 2010 SHOW ISSUE	5/14/2010	6/4/2010
September/October 2010	7/16/2010	8/5/2010
November/December 2010	9/17/2010	10/4/2010