

# RATE CARD

## ➤ 2012 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

Date of Issue	Space Reservation	Material Due
January/February 2012	11/11/2011	12/5/2011
March/April 2012	1/20/2012	2/6/2012
May/June 2012	3/16/2012	4/5/2012
July/August 2012	5/18/2012	6/6/2012
September/October 2012	7/20/2012	8/7/2012
November/December 2012	9/21/2012	10/5/2012

## ➤ Attention Vendors:

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

- › distribute more than 13,600 copies in Jan., March, May, July, Sept., and Nov. to qualified subscribers and to online readers with our interactive rich media digital edition.
- › attract and mail to new subscribers in 2012 via our website, conferences, and e newsletters.

Call for pricing on multiple-page insertions and Special Advertising Supplements.

## ➤ Digital Edition of Speech Technology Magazine

Vendors that purchase print advertising can submit a video ad or rich media to be included in the digital editions of *Speech Technology* magazine.

## ➤ Showcase advertising

### 2012 RATE CARD (NET): Showcase Rates

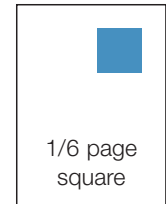
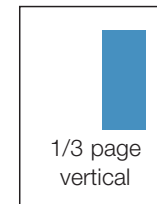
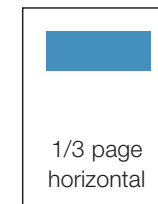
1X	1/6-page	\$300
	1/3-page	\$960

#### showcase sizes

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

#### Size (H x W, inches)

- 3-1/8" x 7-3/8"
- 6-3/8" x 3-1/2"
- 3-1/8" x 3-1/2"



### 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

# 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. At the time of publication, the invoice, three tearsheets, and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

## ➤ ELECTRONIC FILES

Macintosh format, QuarkXPress 6.5 or lower, Press Quality PDF, Photoshop, or Illustrator files are preferred. Any/all images used, should be CMYK and saved as either TIFF or EPS files. Any files supplied as RGB or containing SPOT colors will be converted to CMYK. Final file resolution must be at least 300 dpi.

An accurate proof of how the ad is to be printed MUST be included with the disc. All four-color ads MUST be supplied with an accurate color proof.

**DISC:** Electronic files may be supplied on DVD or CD-ROM.

**EMAIL:** Ads sent via email must not exceed 10MB (gross file size). Files should be compressed as a .sit, .zip, or .sea. Email files to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com).

**For inquiries about specifications, contact: Michael Hardwick • Direct:** (609) 654-6266, ext. 130 • **Email:** [mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)

## ➤ UPLOADING FILES

**Address:** <http://files.infotoday.com>

**User ID:** advert (case-sensitive)

**Password:** advert1 (case sensitive)

Electronic ad submission must be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. PDF proofs are accepted, however, due to variations in color printers, PDF proofs will not be considered color-accurate proofs. **Fax copies to *Speech Technology* magazine at (609) 654-4309.** Original color proofs must be mailed to *Speech Technology* magazine. Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

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

## ➤ MECHANICAL SPECIFICATIONS

**Bleeds:** Oversized ads are considered bleeds. There is no extra charge for bleeds.

**Mechanical size for bleeds is 8-3/4"x11-1/8".**

**Live matter should be within 7-1/4"x10".**

Trim size is 8-1/2"x10-7/8". A page consists of three columns, each 2-1/3"x9-5/8". Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended. Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (see *Electronic Files*).

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges.

## ➤ 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.