

Now Partnering with Ovum IT  
(a Datamonitor company)

**Speech**  
TECHNOLOGY  
magazine

PRESENTS:

# Outbound IVR

SPECIAL SPONSORED  
CONTENT SECTION

See Our New  
Targeted Webinars  
RESERVATION DATE: November 13, 2009  
COPY DUE: December 4, 2009  
ROUND -TABLE WEBINAR: January 21, 2009

Best Practices Series: thought leadership & lead generation





# Outbound IVR

In this special sponsored content section of *Speech Technology* magazine's January/February 2010 issue, we invite outbound IVR providers to reach out to our audience both in print and online to showcase their solutions.

This section will appear in *Speech Technology* magazine and be available for download from [speechtechmag.com](http://speechtechmag.com). All leads resulting from our active marketing efforts will then be distributed to all sponsors.

## A Growing Market Segment

According to Ovum IT, outbound campaigns are expected to increase dramatically during the next 24 months in North America.

### INCREASE YOUR REACH – Now Partnering with Ovum IT

By adding this valuable webinar option, you can increase the reach of your message to the online community.

- Space is available for a minimum of three vendors and up to four participants
- 60-minute format
- Q&A session to follow

\*Must reserve participation by December 31, 2009.

## 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's January/February 2010 issue preceded by an introduction by our publisher, La Shawn Fugate, with extensive distribution via our magazine and website, [www.speechtechmag.com](http://www.speechtechmag.com).

### UPCOMING SCHEDULE OF SPECIAL SECTIONS

#### 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 CUSTOMER'S IDENTITY—HOW THIS CAN SAVE YOU MONEY

#### May/June 2010 Issue

CONTACT CENTER BUSINESS APPLICATIONS UTILIZING SPEECH TECHNOLOGIES

TRANSLATION AND LOCALIZATION  
KEEPING YOUR WORKFORCE MOBILE WITHOUT SACRIFICING DATA

#### July/August 2010 Issue

BUSINESS PERSONAS: HOW THE RIGHT SYNTHETIC AGENT CAN WORK FOR YOU  
DEVELOPER "HOW-TO SERIES"

#### September/October 2010 Issue

INCREASING CALL CENTER EFFICIENCY WITH SPEECH ANALYTICS  
VOICE PICKING SOLUTIONS

#### November/December 2010 Issue

CLOUD COMPUTING – HOSTED SPEECH SOLUTIONS

HAVEN'T IMPLEMENTED SPEECH? WHAT'S HOLDING YOU BACK?  
10 TIPS TO DEPLOYMENT

### Your editorial topics can range from:

- 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 contact information
- Leads will be distributed to all sponsors in this section
- Your individual PDF will be delivered to you for your own marketing efforts

### Enormous distribution, reach, and frequency

- Print distribution in *Speech Technology* magazine, January/February 2010 issue
- Inclusion in digital version of *Speech Technology* magazine, January/February 2010 edition
- An invitation to download a PDF of this special section sent to over 25,000 [speechtechmag.com](http://speechtechmag.com) subscribers – you get the leads
- Two months of homepage promotion on [speechtechmag.com](http://speechtechmag.com)

- Inclusion in all eight newsletters in the 2-month period
- Archived on [speechtechmag.com](http://speechtechmag.com) for 1 year
- Over 750K total impressions

## THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, you will have a forum to clearly define your vision of critical issues and solutions affecting the success of outbound IVR. 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* Sponsored White Papers' 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 at no cost

### Editorial and production services included

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

### CLOSE DATE

Reservation Date: November 13, 2009  
Copy Due: December 4, 2009

### SPONSORSHIP RATES

**Standard** – 1 Page (750 words) \$5,000

**Silver** – 2 Pages (1,500 words) \$9,500

**Gold** – 3 pages (2,250 words) \$13,000

**Platinum** – 4 pages (3,000 words) \$16,000

**Call today and reserve your space!**

**Speech**  
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