

**Speech**  
TECHNOLOGY

# The 2012 Annual Reference Guide

Don't miss this powerful opportunity to target the subscribers of *Speech Technology* magazine both online and in print. The 2012 Annual Reference Guide contains the successful Buyers, Vertical and the European Markets Guide.

Buyers  
Guide

European  
Markets  
Guide

Vertical  
Markets  
Guide



## 2012 BUYERS GUIDE SECTION CATEGORIES:

- Analytics
- Authoring Environments
- Auto Attendant Solutions
- Call Center Solutions
- Carrier/Service Providers
- Computer Telephony Integration (CTI)
- Consumer Electronics
- Desktop Applications
- Embedded Solutions
- Executive Search
- Managed Services
- Mobile Solutions
- Outsourced Services
- Packaged Applications
- Platform Providers/Hosting
- Professional Services/ Consulting
- Service Creation and Management Solutions
- Speaker Verification/ Biometrics
- Speech Recognition
- Speech Search
- Speech Solution Integration
- Speech to Text
- Testing Solutions
- Text to Speech
- Translation Services
- Voice over IP (VoIP)
- Voice Prompt Recording Services
- Voice User Interface Design

## 2012 VERTICAL MARKETS GUIDE CATEGORIES:

- Automotive/Telematics
- Call Centers
- Consumer Electronics
- Distribution/Warehouse
- Education
- Entertainment/Gaming
- Financial Services/Insurance
- Government/Security
- Healthcare/Pharmaceuticals
- Hospitality
- Manufacturing
- Nonprofit
- Professional Services
- Retail
- Technology
- Telecommunications
- Travel/Transportation
- Utilities

## 2012 GUIDES PRINTING SPECIFICATIONS:

### ■ Preferred Format

High-resolution (press optimized) PDF files distilled through Acrobat Distiller  
High-resolution (300 dpi) TIFF file

### ■ Company Logo

Image Area: 3.375" wide by 1.75" high (1,013 pixels wide by 525 pixels high)  
Vector EPS file format preferred. High-resolution (300 dpi) TIFF file also acceptable.

### ■ Product Shot

Image Area: 3.375" wide by 2.25" high (1,013 pixels wide by 675 pixels high)  
File Format: High-resolution (300 dpi at 100%) TIFF, EPS, or JPG

### ■ Digital File Requirements

Files under 5Mb can be emailed to your *Speech Technology* magazine representative.

Collect all support files and fonts into a folder and compress the entire folder using Aladdin's DropStuff.

When sending application files, please make sure they are compatible with Mac OSX.

Recommended software: QuarkXPress 6, Illustrator CS, and Photoshop 7.

All fonts and graphic support files used in the advertisement must be included.

Please make sure that all images and graphics have been converted to process color (CMYK) and are high resolution.

Do not compress images that are imported into page layout software.

**WE ARE NOT RESPONSIBLE FOR COPY FITTING, CORRECTING BAD SCANS, OR TYPOS.** (\$125 per hour will be charged for revisions, edits, etc.)

## 2012 LISTING RATE CARD FOR EACH SECTION:

### ■ Basic – \$300

- Company Name, Address, Phone, Fax, Email, Web Address.
- Company listing under one category.
- Include your logo, additional category and/or company description for an additional \$300 each.

### ■ Premium Profile – \$1,000

- Logo, Company Name, Address, Phone, Fax, Email, Web Address plus 50 words for Corporate Profile and/or Product Description.
- Company Listing in unlimited Categories for both online and print versions.
- 1 white-paper posting\* will be value-added to this profile. Additional months can be added for a discounted fee of \$300 per month.

### ■ One-Half Page Profile – \$2,500

- Logo, Company Name, Address, Phone, Fax, Email, Web Address plus 250-word Corporate Profile and/or Product Description.
- Company Listing in unlimited Categories for both online and print versions.
- 2 white-paper postings\* will be value-added to this profile. They can be one per month for 2 months or both postings in 1 month. Additional months can be added for a discounted fee of \$300 per month.

### ■ Full-Page Profile – \$5,000

- Logo, Graphic-Product or Screen Shot, Company Name, Address, Phone, Fax, Email, Web address plus 450 words for Corporate Profile and/or Product Description.
- Company Listing in unlimited Categories for both online and print versions.
- 3 white-paper postings\* will be value-added to this profile. They can be one per month for 3 months or all 3 postings in 1 month. Additional months can be added for a discounted fee of \$300 per month.

\*Limited to first listing.

## InformationToday

### Information Today, Inc.

143 Old Marlton Pike  
Medford, NJ 08055  
Phone: 800-300-9868 or 609-654-6266  
Fax: 609-654-4309  
Email: xxx@infotoday.com  
Web: www.infotoday.com

*Information Today (IT)*, a monthly news publication, keeps information professionals "in the know" about news and industry trends that shape our world. IT offers hard-hitting features that provide insight and analysis into the world of information technology, while delivering updates about the latest innovative



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*EventDV* is a magazine read by wedding and event videographers as well as those doing corporate, academic, sports, documentary, legal, and other videography work. These professionals rely on the unique blend of business, technical, and creative guidance they find in each issue of EventDV.



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*Computers in Libraries* is a monthly magazine that serves as a forum for library tech professionals to share their technological projects and success stories with one another. The magazine's reader-friendly features and columns focus on practical applications of technology in public, school, academic.

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*CRM* magazine is the leading publication serving the field of customer relationship management. *CRM* is a business technology magazine written for C-level executives and managers in corporate, sales, marketing, service, and information technology. Together with the magazine's daily news website (destinationCRM.com).

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*Internet@Schools (I@S)* is a practical guide for K-12 library media specialists, technology coordinators, and other educators that shows you how to get high-performance learning from technology-based school products, services, and resources.

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*KMWorld* serves the information needs of business executives and departmental directors who leverage the various forms of business content to improve their day-to-day business processes. Focusing on content, document, and business knowledge management, *KMWorld* provides actionable information.



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Editor Barbara Quint brings her upfront style to the pages of *Searcher* magazine as she explores controversial issues and ground-breaking policies throughout the year. Readers depend on her insightful analysis and industry.



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*Streaming Media* magazine is a quarterly resource for executives and technology managers who use online video and audio for both business communication and delivery of consumer content. Each issue of *Streaming Media* magazine will focus on a special theme, but every issue offers must-read features,

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### The Newspaper for Users and Producers of Electronic Information Services

*Information Today (IT)*, a monthly news publication, keeps information professionals "in the know" about news and industry trends that shape our world. IT offers hard-hitting features that provide insight and analysis into the world of information technology, while delivering updates about the latest innovative services and products. IT tackles the news from all angles to keep our readers informed on all fronts.

Special features include:

- UpFront With Barbara Quint offers the latest observations from one of the industry's most well-known commentators
- NewsBreak Updates from Paula Hane that inform readers about the latest developments in NewsBreak stories

- Insights into intellectual property with K. Matthew Dames and user-friendly technology for librarians from Steven M. Cohen
- An International Report covering changes in the global industry
- Interviews, profiles, and updates on movers and shakers in the information industry
- Dick Kaser's (Information Today, Inc.'s VP of Content) insights into the latest industry controversies
- Conference updates and calendars from around the world
- Cutting-edge products and services, and much more

### Electronic Information Services

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The logo for Information Today, with "Information" in blue and "Today" in yellow.

### Company Profile

## EventDV

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Subscription in the U.S. is free to qualified readers who complete an electronic online subscription application form at <http://www.submag.com/sub/ea?tc=1&pk=EDVNET>.

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Please visit Information Today, Inc.'s affiliate company, Xxxxxxxx, at www.Xxxxxxx.com

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