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Speech
TECHNOLOGY
magazine

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SPEECH ANALYTICS

SPECIAL SPONSORED CONTENT SECTION

thought leadership & lead generation



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BEST PRACTICES: THE VALUE OF SPEECH ANALYTICS

In this special sponsored content section of *Speech Technology* magazine's September 2009 issue, we invite all speech analytics solution providers to reach out to our audience, both in print and online, to recommend best practices or case studies that would help end users implement speech analytics deployments.

This section will appear in *Speech Technology* magazine and will be downloadable from speechtechmag.com. All leads resulting from our proactive marketing efforts will then be available to sponsors on an on-demand basis via a secure link.

SPEECH ANALYTICS — EXPLOSIVE GROWTH RATE

According to DMG Consulting, within 5–8 years speech analytics will become a “must have,” as it is the only solution that gives enterprises insight into customer needs and wants in near-real time. The potential for this market is huge, and both call centers and enterprise applications are driving market growth.

INCREASE YOUR REACH — NOW PARTNERING WITH DATAMONITOR

Through our newly added webinar option, you can increase the reach of your message to the online community. Webinar reservations are open to companies participating in the corresponding Best Practices Series.

- Space is available for vendors and up to 4 participants
- 60-minute format
- Q&A session to follow
- Additional fees apply to this feature

Scheduled webinar for Speech Analytics – September 24, 2009

*Must reserve participation by June 19, 2009

ENTREE 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 September 2009 issue on 80# stock, preceded by an introduction by our publisher, La Shawn Fugate, with extensive distribution via our magazine and website, 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.

Enormous distribution, reach, and frequency

- Print distribution in *Speech Technology* magazine, September 2009 issue
- Inclusion in digital version of *Speech Technology* magazine, September 2009 edition
- An invitation to download a PDF of this special section sent to more than 25,000 speechtechmag.com subscribers — you get the leads.

- One month of homepage promotion on speechtechmag.com
- Inclusion in all four newsletters in the 1-month period
- Archived on speechtechmag.com for 1 year
- More than 750K total impressions
- Bonus distribution at SpeechTEK 2009

THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, you will have a forum to clearly define your vision of critical issues and solutions affecting the importance of speech analytics in the call center and enterprise. 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 showcase 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: June 19, 2009

Copy Due: July 10, 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!

UPCOMING SCHEDULE OF SPECIAL SECTIONS

October 2009 Issue

AUTOMATIC SPEECH
RECOGNITION
ROUND-TABLE
WEBINAR: 10/15/2009

November/December 2009 Issue

HOSTED AND
ON-PREMISES
SPEECH SOLUTIONS
ROUND-TABLE
WEBINAR: 11/12/2009

January/February 2010

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