

Now Partnering With Ovum IT (a Datamonitor company)

Speech
TECHNOLOGY PRESENTS:

Put Your IVR Systems to the Test!

THE IMPORTANCE OF Testing, Tuning, and Tools

SPECIAL SPONSORED CONTENT SECTION

RESERVATION DATE: JANUARY 15, 2010

COPY DUE: FEBRUARY 4, 2010

ROUND-TABLE WEBINAR: APRIL 8, 2010

Best Practices Series: Thought Leadership & Lead Generation

Put Your IVR Systems to the Test!

THE IMPORTANCE OF Testing, Tuning and Tools



In this special sponsored content section of *Speech Technology* magazine's March/April 2010 issue, we invite all vendors involved in testing, tuning, and tools for speech solutions to reach out to our audience, both in print and online, to recommend best practices or case studies that would help end users field successful speech application 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 secure link.

METRICS TO ENSURE SUCCESS

The speech recognition systems that end users put into place are often the first point of contact for their customers. Creating an interface that is user-friendly will require a combination of metrics such as testing, tuning, and tools in order to achieve customer satisfaction, return on investment, and functionality. Promote how your company has been successful in these areas through case study and white paper content.

UPCOMING SCHEDULE OF SPECIAL SECTIONS AND ROUND TABLES

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

International Speech Technology

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"

Sept./Oct. 2010 Issue

Increasing Call Center Efficiency With Speech Analytics

Voice Picking Solutions

Nov./Dec. 2010 Issue

Cloud Computing — Hosted Speech Solutions

Haven't Implemented Speech? What's Holding You Back? 10 Tips To Deployment

INCREASE YOUR REACH – Now Partnering With Ovum IT

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

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

Scheduled Webinar for Testing, Tuning and Tools—April 8, 2010

*Must reserve participation by March 4, 2010.

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 March/April 2010 issue on 100# 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's March/April 2010 Issue
- Inclusion in digital version of *Speech Technology* magazine's March/April 2010 edition

- An invitation to download a PDF of this special section sent to more than 25,000 speechtechmag.com subscribers—you get the leads
- 1 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
- Additional exposure at Mobile Voice Conference

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 utilizing and investing in testing, tuning, and tools. 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 unique marketing opportunity to position your company as a thought leader in the market.

Reprints

Participants will receive a PDF of their own content.

Editorial and production services included

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

CLOSE DATE

Reservation Date: January 15, 2010
Copy Due: February 4, 2010

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

TECHNOLOGY

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