

**Speech**  
TECHNOLOGY PRESENTS

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**Datamonitor**

Best Practices Series: Thought Leadership & Lead Generation



THE IMPORTANCE OF  
**Testing, Tuning,  
and Tools**

SPECIAL SPONSORED CONTENT SECTION

RESERVATION DATE: FEBRUARY 13, 2009  
COPY DUE: FEBRUARY 26, 2009

# THE IMPORTANCE OF **Testing, Tuning and Tools**



In this special sponsored content section of *Speech Technology* magazine's April 2009 issue, we invite all vendors involved in the 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](http://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 their investment and that is also functional. Promote how your company has been successful in these areas through case study and white paper content.

## INCREASE YOUR REACH — First in a series 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 3 vendors and up to 4 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 23, 2009

\*Must reserve participation by February 25, 2009.

- An invitation to download a PDF of this special section sent to more than 25,000 [speechtechmag.com](http://speechtechmag.com) subscribers — you get the leads
- One month of home page promotion on [speechtechmag.com](http://speechtechmag.com)
- Inclusion in all four newsletters in the 1-month period
- Archived on [speechtechmag.com](http://speechtechmag.com) for 1 year
- More than 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 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: February 13, 2009

Copy Due: February 26, 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

May 2009 Issue  
CUSTOMIZED  
SELF-SERVICE  
APPLICATIONS  
ROUND-TABLE  
WEBINAR: 5/14/2009

June 2009 Issue  
DEVELOPERS'  
TECHNICAL GUIDE

September 2009 Issue  
SPEECH ANALYTICS  
ROUND-TABLE  
WEBINAR: 9/24/2009

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

Nov./Dec. 2009 Issue  
HOSTED AND  
ON-PREMISES  
SPEECH SOLUTIONS  
ROUND-TABLE  
WEBINAR: 11/12/2009

## 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 April 2009 issue on 100# stock, preceded by an introduction by our publisher, La Shawn Fugate, with extensive distribution via our magazine and Web site, [www.speechtechmag.com](http://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 April 2009 Issue
- Inclusion in digital version of *Speech Technology* magazine's April 2009 edition

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