

**Speech**  
TECHNOLOGY PRESENTS:

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**Datamonitor**

# CUSTOMIZED Self-Service Applications Versus PREPACKAGED Applications



*Which  
option is best  
for YOU?*

SPECIAL SPONSORED CONTENT SECTION

RESERVATION DATE: MARCH 13, 2009

COPY DUE: MARCH 26, 2009

ROUND-TABLE WEBINAR: MAY 14, 2009

Best Practices Series: Thought Leadership & Lead Generation

## CUSTOMIZED Self-Service Applications Versus PREPACKAGED Applications— Which option is best for you?



In this special sponsored content section of *Speech Technology* magazine's May 2009 issue, we invite all vendors involved in both customized self-service applications and prepackaged applications 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 customized self-service applications in order to achieve customer satisfaction, return on investment, and functionality. This must also be coupled with the thought of initial investment and how many options you actually need at the time. Promote how your company has been successful in these areas through case study and white paper content.

### 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 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 Customized Self-Service Applications—May 14, 2009

\*Must reserve participation by March 13, 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 homepage 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 customized self-service applications or prepackaged apps. 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: March 13, 2009

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### 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

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 May 2009 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](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 May 2009 Issue
- Inclusion in digital version of *Speech Technology* magazine's May 2009 edition

Advertising  
Contact

877.993.9767  
toll free

LaShawn Fugate  
[lashawn@infotoday.com](mailto:lashawn@infotoday.com)

Sarah Fortney  
[sarah@infotoday.com](mailto:sarah@infotoday.com)

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