

Speech
TECHNOLOGY

PRESENTS:

THE PROMISE OF
**VOICE
SEARCH**

SPECIAL SPONSORED
CONTENT SECTION



Best Practices Series: Thought Leadership & Lead Generation

RESERVATION DATE: JANUARY 16, 2009
COPY DUE: JANUARY 27, 2009

THE PROMISE OF VOICE SEARCH



In this special sponsored content section of *Speech Technology* magazine's March 2009 issue, we invite all voice search 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 voice search deployments.

THE PROMISE OF VOICE SEARCH

Voice search is the next natural extension of Web search, but that's just one of the applications for this new technology. The promise of voice search will forever change the way we interact with databases, contact centers, and create new business models for businesses to capitalize upon.

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.

- 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

THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, you will have a forum to clearly define your vision of critical issues and solutions involved in voice search. 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

- 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 16, 2009

Copy Due: January 27, 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!

Speech
TECHNOLOGY

UPCOMING SCHEDULE OF SPECIAL SECTIONS

April 2009 Issue

IMPORTANCE OF TESTING, TUNING, AND TOOLS

ROUND-TABLE
WEBINAR: 4/23/2009

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

INCREASE YOUR REACH

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 Voice Search – March 19, 2009

*Must reserve participation by January 16, 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 March 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.

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 2009 Issue
- Inclusion in digital version of *Speech Technology* magazine's March 2009 edition

Advertising
Contact

877.993.9767
toll free

LaShawn Fugate
lashawn@infotoday.com

Sarah Fortney
sarah@infotoday.com