

Best Practices Series:

The impact of print advertising and lead generation of online

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 throughout 2009 on 80# stock, preceded by an introduction by our group publisher, Bob Fernekees, or STM publisher La Shawn Fugate, with extensive distribution via our magazine, newsletters, 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

INCREASE YOUR REACH

Through our newly added round-table webinar option you can increase the reach of your message to the online community. Round-table 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

Enormous distribution, reach, and frequency

- Print distribution in *Speech Technology* magazine
- Inclusion in digital version of *Speech Technology* magazine
- An invitation to download a PDF of this special section sent to more than 28,000 speechtechmag.com subscribers — you get the leads
- Homepage promotion on speechtechmag.com for the duration of the issue cover date
- Inclusion in all *eWeekly* newsletters during issue month
- Archived on speechtechmag.com for 1 year
- More than 175,000 total impressions

THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, you will have a forum to clearly define your vision of critical issues and solutions. 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 magazine's Best Practices Series 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 to you at no additional cost.

Editorial and production services included

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



UPCOMING SCHEDULE of Best Practices Series

March 2009 Issue

VOICE SEARCH

Reservations 1/16/2009; Copy Due 1/27/2009
Round-table Webinar: 3/19/2009

April 2009 Issue

THE IMPORTANCE OF TESTING, TUNING, AND TOOLS

Reservations 2/13/09; Copy Due 2/26/2009
Round-table Webinar: 4/23/2009

May 2009 Issue

CUSTOMIZED SELF-SERVICE APPLICATIONS

Reservations 3/13/09; Copy Due 3/26/2009
Round-table Webinar: 5/14/2009

September 2009 Issue

SPEECH ANALYTICS

Reservations 6/19/09; Copy Due 7/6/2009
Round-table Webinar: 9/24/2009

October 2009 Issue

AUTOMATIC SPEECH RECOGNITION

Reservations 8/14/09, Copy Due 8/26/2009
Round-table Webinar: 10/15/2009

November/December 2009 Issue

HOSTED AND ON-PREMISES SPEECH SOLUTIONS

Reservations 9/18/09, Copy Due 9/28/2009
Round-table Webinar: 11/12/2009



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

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