

## Digital *Speech Technology* magazine – THE PREMIER SPONSORSHIP OPPORTUNITY

*Speech Technology* magazine has an exclusive, unique, and powerful way for you to indelibly align your company with our magazine's brand.

### Leverage Our Brand and Generate Leads

The exclusive sponsor of digital *Speech Technology* magazine will enjoy many tangible, lead-generating benefits. But, the real value of this partnership is the positive effect this sponsorship will have on elevating the perception of your company as a leader in the speech technology market space.

### Massive Market Exposure

Specifically, as the exclusive sponsor of digital *Speech Technology* magazine, your company will receive:

- **Exclusive Email Invitation** – Acknowledgment as the exclusive sponsor in an email invitation we will send to more than 10,000 of our magazine and newsletter subscribers promoting the issue.
- **Newsletter Exposure** – Digital *Speech Technology* magazine will be promoted in every issue of *Speech Technology* magazine eWeekly newsletter during the entire month of publication with a total distribution of approximately 40,000. The sponsor will be recognized with a clickable logo and 75 words under the "spinning icon."
- **speechtechmag.com Exposure** – Promotion on run-of-site left-hand side tool bar of speechtechmag.com for the entire issue month with 25,000 unique visitors.
- **Digital Speech Technology Magazine Exposure** – Logo & 75 word description in the text box opposite the digital magazine cover within the browser window.
- **Digital Speech Technology Magazine Exposure** – A "sponsored by" button right on the tool bar of the digital magazine's browser.

#### DIGITAL RATES

1X	\$1,000 gross
3X	\$950 gross
6X	\$900 gross
9X	\$850 gross

Upgrade to Flash, streaming audio or video for \$750

69% of our readers have requested that they receive the digital edition in addition to the print magazine

81% say its easy to read.

72% say it's a convenient way to get job-related information.

19% say would like to receive the digital version on their PDA or smart phone.

27% say the digital format is a more helpful source of information than a print magazine.

36% say the digital format is a more helpful source of information as compared to a Website.

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