

## 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 2012, with extensive distribution via our magazine, newsletters, 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. These PDFs are for web marketing only and hard copy reprints are not authorized by ITI. Contact your Account Manager for reprint pricing.

### ➤ INCREASE YOUR REACH

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

- › 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

#### *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.

#### *Editorial and production services included*

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

# BEST PRACTICES

## ➤ Upcoming Schedule of Best Practices Series

### **January/February 2012 Issue**

- › Outbound IVR
  - › Speech in Healthcare – Analyzing the Voice of the Customer
- Reservations Due 11/18/2011; Copy Due 12/5/2011  
Roundtable Webinar: 2/9/2012 – Outbound IVR

### **March/April 2012 Issue**

- › Testing, Tuning, & Tools
  - › Hosted Speech for the Enterprise and Service Provider Markets
- Reservations Due 1/24/2012; Copy Due 2/6/2012  
Roundtable Webinar: 4/12/2012 – Hosted Speech for the Enterprise and Service Provider Markets

### **May/June 2012 Issue**

- › Contact Center Solutions
  - › Semantic Analytics – Analyzing the Voice of the Customer
- Reservations Due 3/23/2012; Copy Due 4/5/2012  
Roundtable Webinar: 6/14/2012 – Contact Center Solutions

### **July/August 2012 Issue**

- › Speech Is an Essential Business Tool
  - › Engaging Customers in Mobile Environments
- Reservations Due 5/23/2012; Copy Due 6/6/2012  
Roundtable Webinar: 7/28/2012 – Mobile Speech Solutions

## **September/October 2012 Issue**

- › Speech Analytics
  - › Secrets to Better Customer Service Using Speech
- Reservations Due 7/25/2012; Copy Due 8/7/2012  
Roundtable Webinar: 9/22/2012 – Speech Analytics

## **November/December 2012 Issue**

- › Speech & CRM
  - › On Premise Solutions
- Reservations Due 9/24/2012; Copy Due 10/5/2012  
Roundtable Webinar: 12/1/2012 – Speech & CRM (Joint Web Event)



## ➤ SPONSORSHIP RATES

<b>Standard</b>	1 page	(750 words)	\$5,000
<b>Silver</b>	2 pages	(1,500 words)	\$9,500
<b>Gold</b>	3 pages	(2,250 words)	\$13,000
<b>Platinum</b>	4 pages	(3,000 words)	\$16,000

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