

# ONLINE LEAD- AND DEMAND-GEN OPPORTUNITIES

## ➤ EWeekly INDUSTRY NEWS

The eWeekly industry newsletter is distributed each Wednesday with accurate news from across the industry.

**CIRCULATION:** 11,000+ **FREQUENCY:** Every Wednesday

### RATES

1 month of sponsorship, top position (4 newsletters in total)	\$800 per month
3 or more months of sponsorship, top position	\$600 per month

## SPONSOR ADVERTISING SPECIFICATIONS:

- Description of 75 words (or less) of text.
- One URL linking back to your site.
- A 468x60 or 468x120 banner ad in JPEG, GIF or PNG file format. Flash is prohibited. Banner ads must be no larger than 468x120 pixels, at 72dpi. Banners ads must be smaller than 50k.
- Banner is featured on the **SpeechTechMag.com** website for the same week, giving you added exposure and impressions.
- Sponsorship is archived by issue date on **SpeechTechMag.com** (all sponsor links remain active).
- Use eWeekly sponsorships for your product announcements, webinar promotions and white paper/case study promotions.



## ➤ RESERVE YOUR SPACE TODAY!

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**Email:** lashawn@infotoday.com

## ➤ CONTENT SYNDICATION PROGRAM

**These HTML Speech Bulletin Sponsored Content Mailings** are distributed each Thursday featuring third-party offers.

**CIRCULATION:** 8,000+ **FREQUENCY:** Weekly

### RATES

2 blasts: 1 each week for 2 weeks	\$3,600
4 blasts: 1 each week for 4 weeks	\$6,500

**Segmenting now available.**  
Ask for details.

## SPONSOR ADVERTISING SPECIFICATIONS:

- Creative must be 100% complete and ready to be proofed. Special characters, such as copyright, trademark, em- and en-dashes, must be rendered as properly escaped HTML code. We cannot be held responsible if a broadcast is compromised due to improperly formatted HTML characters.
- All creatives must be provided a full 3 days in advance.
- Any additional work, beyond standard specifications, by *Speech Technology* magazine staff is subject to a \$250 design fee.

## PROMOTE THE FOLLOWING:

- White Papers
- Case Studies
- Product Launches
- Webinars
- Surveys

## ➤ MULTICHANNEL SPONSORED GUEST COMMENTARY PROGRAM

Be a thought leader in your field and promote valuable insights that can affect audience buying power. Sponsored Guest Commentaries will be posted to our homepage at the beginning of the month for a 90 day period, included in 12 *Speech Technology eWeekly* newsletters, and featured in one issue of *Speech Technology* magazine (up to 750 words).

### RATES

\$7,000
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Content may be changed online up to two times per month.