

2021 ANNUAL REFERENCE GUIDE

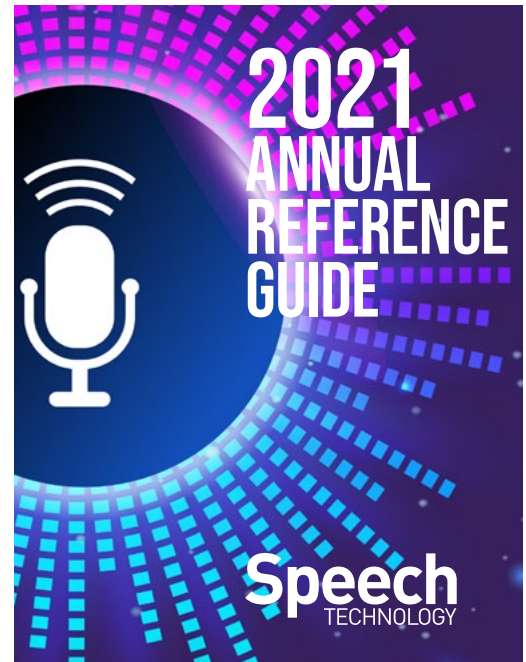


Speech
TECHNOLOGY



SPEECH TECHNOLOGY MAGAZINE'S

2021 ANNUAL REFERENCE GUIDE



Kick off 2021 by being a part of the Annual Reference Guide! Our deep dive into every corner of the industry is the go-to resource for industry-insiders as well as potential customers. Topics include: Speech Engines, Speech Developer Platforms, Speech Analytics, Intelligent Virtual Assistants, Voice Biometrics, Assistive Technologies, and Artificial Intelligence.

—The *Speech Technology Magazine* Team

SPEECH TECHNOLOGY MAGAZINE'S

2021 ANNUAL REFERENCE GUIDE

**Circulation: 10,000+ readers
including online and
downloadable PDF**

**The Annual Reference Guide
covers trends and opportunities
related to speech technology
solutions and services across
various technologies and industry.**

**HERE'S
WHAT
YOU'LL
FIND:**

"STATE OF" ARTICLES ...

A look at the major developments and trends in seven important industry sectors:

- Intelligent Virtual Assistants
- Assistive Technologies
- Speech Analytics
- Artificial Intelligence
- Voice Biometrics
- Speech Developer Platforms
- Speech Engines (Text-to-Speech, Speech Recognition/IVR)

ANNUAL REFERENCE GUIDE PROFILES ...

Highlight your company, products, or services with a Solutions Directory profile in the *Annual Reference Guide*. Industry Directory profiles are positioned alphabetically, and your company can index its solutions in 24 topic centers and/or 13 industry solution segments.

AD SPACE DEADLINE	<i>December 29, 2020</i>	Contact: LaShawn Fugate Publisher, <i>Speech Technology</i> magazine 859-278-2223 x104 lashawn@infotoday.com
INDUSTRY DIRECTORY AND DISPLAY AD MATERIAL DUE	<i>January 8, 2021</i>	
PUBLISH DATE	<i>January 28, 2021</i>	

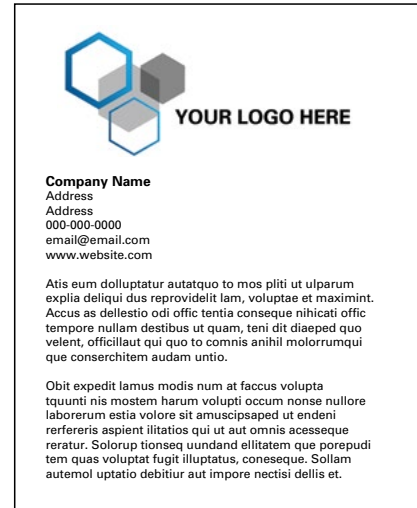
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TIER 1 — 1/4 PAGE PROFILE — Online and Downloadable PDF

BENEFITS INCLUDE:

- Online Profile for 1 year
- Links to your social media networks—Twitter, LinkedIn, Facebook
- Company statement, products, and services
- All editorial mentions of your company are automatically aggregated under your listing
- Your logo is served automatically under any article mentioning your company
- Choose unlimited Topic Centers and Industry Solution selections
- Five links to your case studies, white papers, archived webcasts, or special landing pages
- 1/4 Page Profile (logo, company name, address, phone, fax, email, website, and 100-word company description) in the PDF version
- Does not include lead gen campaign

Total Cost: **\$1,200**

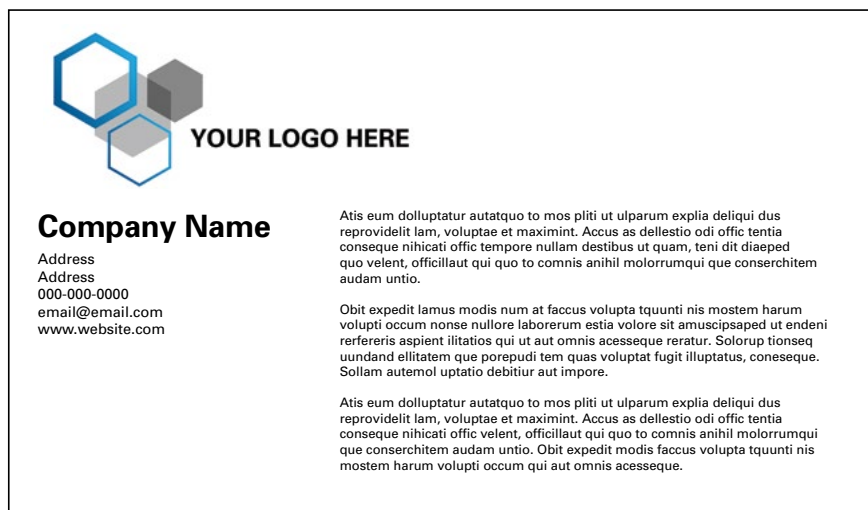


TIER 2 — 1/2 PAGE PROFILE — Online and Downloadable PDF

BENEFITS INCLUDE:

- Online Profile for 1 year
- 1/2 Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in in the PDF version
- Company listing in unlimited Topic Center categories and Industry Solution selections
- Does not include lead gen campaign

Total Cost: **\$1,500**



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TIER 3 — FULL PAGE WHITE PAPER/CASE STUDY SUMMARY — Online and Downloadable PDF

BENEFITS INCLUDE:

- Online Profile for 1 year
- 1/2 Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in the PDF version
- 750-word White Paper Summary including logo, graphic (product or screen shot), company name, address, phone, fax, email, and website. The location of this full page content will fall just after one of the State of Industry articles of your choice.
- Company listing in unlimited Topic Center categories and Industry Solution selections
- Receive leads on standalone promotion of your paper until April 1, 2021.

Total Cost: **\$3,000**

White Paper/ Case Study Headline Here



YOUR LOGO HERE

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CHOOSE FROM THESE TOPIC CENTERS

Analytics	Machine Learning	Speech to Text
Artificial Intelligence	IVR/Visual IVR	Text to Speech
Chatbots and Virtual Assistants	Natural Language/Machine Learning/Cognitive Learning	Translation/Globalization/Localization Services
Customer Interaction Technologies	Omnichannel Technology	Usability Testing
Customer Self-Service	Smart Devices	User Interface Design
Development Tools and APIs	Speaker Identification/Authentication	Voice Control
Intelligent Agents	Speaker Verification/Biometrics	Voice Search
Internet of Things (IoT)	Speech Recognition	Workforce Optimization Solutions

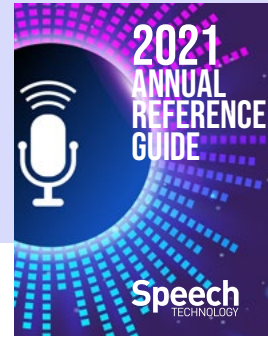
CHOOSE FROM THESE INDUSTRY SOLUTION CATEGORIES

Advertising	Education	Manufacturing/Distribution/Warehouse
Assistive Technology	Entertainment/Gaming/Toys/Robotics	Retail
Automotive/Telematics	Financial Services/Insurance	Travel/Hospitality
Call Centers	Government/Security	
Consumer Electronics	Healthcare/Pharmaceutical	

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ADVERTISING

2021
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SPONSORSHIPS

OPTIONS	TOTAL
<input type="checkbox"/> Tier 1	\$1,200
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<input type="checkbox"/> Tier 3	\$3,000
STATE OF ARTICLE (<i>Tier 3 only</i>)	
<input type="checkbox"/> Intelligent Virtual Assistants	
<input type="checkbox"/> Assistive Technologies	
<input type="checkbox"/> Speech Analytics	
<input type="checkbox"/> Artificial Intelligence	
<input type="checkbox"/> Speech Developer Platforms	
<input type="checkbox"/> Speech Engines (TTS, Speech Recognition/IVR)	
<input type="checkbox"/> Voice Biometrics	

AD MATERIAL SUBMISSION INSTRUCTIONS

Email LaShawn with the information:
lashawn@infoday.com

ARTWORK SPECS

Logos must be supplied as CMYK EPS (Mac format). ALL logos must be sent from a vector-based drawing program. Please convert all fonts to outlines and save image as an EPS file. If that is not possible, then logos must be sent as TIFF or JPEG files at least 300dpi with an output size of at least 5". NOTE: GIF files are not useable.

COMPANY INFORMATION

Company Name _____
 Address _____
 City _____ State _____ ZIP _____
 Contact Name _____ Title _____
 Telephone _____ Fax _____
 Email _____ URL _____

PAYMENT INFORMATION

Payment Method Credit Card Check
 Credit Card Type American Express Discover MasterCard/Visa
 Name of Card Holder _____ Credit Card Number _____
 Expiration Date _____ Signature _____
 Total Quantity of Ads Ordered _____ Total (NET) \$ _____
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TERMS AND CONDITIONS: Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher receives the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by *Speech Technology*. Advertiser, and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

TO EXECUTE THIS CONTRACT

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