Take advantage of the following programs:

› Online Industry Profiles
› Cost-Per-Lead Programs
› Web Events
› Lead-Gen Best Practices Series
› Online Rates and Specs
› Annual Reference Guide
› Research
› Newsletter and Email Products
ABOUT SPEECH TECHNOLOGY MEDIA

EDITORIAL MISSION
Speech Technology strives to be a comprehensive and definitive source for news, analysis, and strategies surrounding the rapidly developing fields of AI, machine learning, speech technologies, and their related fields.

HISTORY AND MARKET POSITION
Speech Technology magazine first launched in 1995 and the SpeechTEK conference and exhibition soon followed. Speech Technology magazine quickly became the magazine of record and the SpeechTEK conference became the meeting place for the fledgling speech industry and has remained so for more than 25 years.

OUR B2B PUBLISHING AND CONFERENCE COMPANY
Our parent company is Information Today, Inc. (ITI), a privately held, B2B publishing and conference and exhibition company founded in 1980. ITI has grown to include expert content domain coverage, including magazines, websites, and conferences, in speech technology, customer relationship management, customer experience, database trends and technologies, streaming media, and other related business technologies.

SPEECH TECHNOLOGY MAGAZINE
The magazine is published six times per year: January/February, March/April, May/June, July/August, September/October, and November/December.
Every issue offers in-depth features, case studies, and analysis of the most topical speech technology news. Industry experts also offer strategy and technology advice on various topics.
Distributed via downloadable PDF, online access, and print (pending), each issue goes to more than 10,000 qualified readers and online viewers.
It is the only magazine strictly dedicated to providing comprehensive and independent coverage of information impacting speech technologies.

SPEECHTECHMAG.COM
SpeechTechMag.com is written and curated by the editors of Speech Technology magazine and features contributors who are the thought leaders and recognized experts in the speech/voice field.

WEBCASTS AND VIRTUAL CONFERENCES
SpeechTechMag.com and Information Today, Inc. have produced more than 1,500 successful turnkey webcasts for clients over the past 3 decades. In 2021, we introduced CX Connect, a virtual conference highlighting important topics in the speech industry.

SPEECHTEK CONFERENCE & EXHIBITION
SpeechTEK has been the meeting place of the speech and voice industry for more than 25 years.
SpeechTEK offers an affordable way to reach decision makers looking for information to purchase solutions for their businesses.

“Well-reported industry-wide coverage and across the speech tech domain. Excellent news, articles, and expert views to learn from.”
—VoIP Technologies
The VGM Group
SPEECH TECHNOLOGY AUDIENCE PROFILE

WHO IS OUR AUDIENCE?

Level
- C Level ........................................... 21%
- Director ........................................... 21%
- Manager ........................................... 20%
- Technical .......................................... 13%
- Staff .................................................. 12%
- Vice President ................................. 11%
- Supervisor ................................. 3%

Primary Job Focus
- IT/Technical .................................. 44%
- Sales/Marketing ................................ 24%
- Corporate/General Management ......... 20%
- Customer Service/Customer Experience.. 12%

AUDIENCE ENGAGEMENT

94% are a regular or avid reader of Speech Technology magazine/website.

73% are an ADVOCATE or CHAMPION for their organization's speech or voice technologies, customer experience, or call center initiatives.

WORK FROM HOME UPDATE – July 2021

- I expect to work from home for the foreseeable future .............. 46%
- I already returned to the office .................. 23%
- Later in 2021 ........................................ 16%
- No idea when I will return to the office ... 11%
- Early 2022 ............................................. 4%

COMPANY SIZE

Revenue
- $1 billion+ ........................................... 21%
- $100 million to $499 million .... .......... 12%
- $500 million to $999 million .............. 11%

Average company size: $898 million

Average 2022 budget forecasted for speech- or voice-related products and services: $307,813

INDUSTRY

- Technology .................................................. 18%
- Voice or Speech Technology Solution Provider .. 11%
- Banking/Finance ......................................... 9%
- Consulting/Integrator/Var ............................. 9%
- Government – Federal, State, Local .................. 7%
- Professional Services ................................. 5%
- Telecommunication ..................................... 5%
- Medical/Healthcare ..................................... 4%
- Call Center .................................................. 3%
- Consumer Product Goods ........................... 3%
- Education/Training ..................................... 3%
- Manufacturing .......................................... 3%
- Non Profit .................................................. 3%
- Insurance .................................................... 2%
- Marketing ................................................... 2%
- Media/Publishing ....................................... 2%
- Pharmaceutical .......................................... 2%
- Travel/Hospitality ....................................... 2%
- Advertising Agency/Public Relations ............ 1%
- Automotive ............................................... 1%
- Retail/eTail ................................................ 1%
- Utility/Energy ............................................. 1%
- Wholesale/Distribution .............................. 1%

Source: Speech Technology 2021 Reader Survey

“Great content and is an indispensable resource for me and my team. Regardless of where someone is in their speech technology journey, these resources are valuable and act as important thought leadership pieces for this industry.”

—Country Manager USA
Forest Interactive
**Highlights:**

- **Key Budget Metrics:**
  - $308,000: 2022 Average Forecasted Budget for speech- or voice-related products and services.
  - 7.4% expected increase in speech/voice technology 2022 budgets.
  - 60% of audience is involved in their company’s speech or voice budgets.

- **Estimated 2022 Budgets for Speech- or Voice-Related Products and Services:**
  - Under $50,000: 35%
  - $100,000 to $499,999: 27%
  - $50,000 to $99,999: 15%
  - $500,000 to $999,999: 13%
  - More than $1 million: 10%

- **Predicted Growth of Speech or Voice Technology Applications within Your Organization:**
  - Contact Center/Customer-Facing Applications: 58%
  - Employee-Facing Applications: 42%

- **Digital Transformation Journey:**
  - 8% Not a priority
  - 32% Early stages – some activity, digital strategy not clearly articulated
  - 43% Middle stage – about the same as our competitors, moving ahead
  - 17% Vanguard – we have a clearly defined strategy and are willing to break new ground on occasion

- **2022 Priorities:**
  - Conversational AI: 60%
  - Speech Recognition: 57%
  - Intelligent Virtual Assistant: 40%
  - Analytics: 38%
  - Workflow/Productivity/Business Processes: 35%
  - Assistive Technology: 34%
  - Speech Analytics: 33%
  - Voice Search: 28%
  - User Experience Design: 26%
  - Voice Biometrics: 25%
  - Robotic Process Automation: 23%
  - Translation/Globalization/Localization: 20%
  - Emotion Detection: 19%
  - Neuro-Linguistic Programming: 18%
  - Tools and Hardware: 16%
  - Smart Speakers: 15%
  - Real-Time Guidance: 13%
  - Edge Computing: 10%
  - Standards/KPI’s/Metrics: 10%
  - Telematics: 8%

- **Market Facts:**
  - The global speech and voice recognition market is estimated to surpass the $29.4 billion mark by 2026, growing at an estimated CAGR of more than 14.9% during the forecast period 2021 to 2026.
  - North America dominates the market in 2020 with share of 34.2%.
  - Healthcare and consumer electronics are expected to have the highest growth in the market for the forecasted period, with healthcare registering 19.4% CAGR through 2026.

- **Speech Technology’s Value to its Audience:**
  - An important source of information I can’t find anywhere else: 39% Strongly Agree, 53% Agree, 5% Disagree
  - Helps me professionally: 44% Strongly Agree, 51% Agree, 5% Disagree
  - My favorite speech- or voice technology-related publication/website: 37% Strongly Agree, 55% Agree, 8% Disagree

- **Digital Transformation Journey:**
  - 6.5 years of digital transformation in the first 8 months of the pandemic. (Ernst & Young)
ONLINE LEAD- AND DEMAND-GEN OPPORTUNITIES

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

CIRCULATION: 9,200 + Opt-in Subscribers  FREQUENCY: Every Wednesday

RATES

<table>
<thead>
<tr>
<th>1 month of sponsorship, top position (4 newsletters in total)</th>
<th>$800 per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more months of sponsorship, top position</td>
<td>$600 per month</td>
</tr>
</tbody>
</table>

SPONSOR ADVERTISING SPECIFICATIONS:
❯ Description of 75 words (or less) of text.
❯ One URL linking back to your site.
❯ A banner ad in JPEG, GIF, or PNG file format. Banner ads must be smaller than 50k.
❯ Use eWeekly sponsorships for your product announcements, webinar promotions, and white paper/case study promotions.

CONTENT SYNDICATION PROGRAM
These HTML Speech Bulletin-Sponsored Content Mailings are distributed any day of the week based on availability featuring third-party offers.

CIRCULATION: 5,800+  FREQUENCY: Weekly

RATES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 blast</td>
<td>$1,800</td>
</tr>
<tr>
<td>2 blasts: 1 each week for 2 weeks</td>
<td>$2,950</td>
</tr>
<tr>
<td>4 blasts: 1 each week for 4 weeks</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

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

“| I feel like Speech Tech always manages to publish a distinctive bundle of information that puts things into an understandable perspective. I always read company success stories with high-level road maps. Those are helpful.”
—Architect Allianz Technology

RESERVE YOUR SPACE TODAY!
La Shawn Fugate, Publisher
(859) 278-2223, ext. 104
Email: lashawn@infotoday.com
IMPACT THE AUDIENCE
Your sponsored content will be promoted online through a 3-month lead-generation campaign and will also appear in the PDF format of that particular issue. Extensive promotion via magazine, newsletters, website, and dedicated email blasts.

GENERATE LEADS FOR YOUR SALES FORCE
- All PDF requests are driven through a registration form capturing complete contact and qualifying information.
- Leads distributed on a weekly basis.
- Individual PDF delivered to you for customized marketing efforts. PDFs are for web marketing only; hardcopy reprints are not authorized by Information Today, Inc. (ITI). Contact your Account Manager for reprint pricing.

THOUGHT LEADERSHIP OPPORTUNITY
As a sponsor, utilize this channel to clearly define corporate visions of critical issues and solutions.

RESERVE YOUR SPACE TODAY!
La Shawn Fugate, Publisher
(859) 278-2223, ext. 104
Email: lashawn@infotoday.com

"Speech Technology has very informative and useful white papers from top level solution providers."
—Senior Analyst, IT Business
TDS Telecom

INCREASE YOUR REACH TO A BROADER AUDIENCE
Bundle a white paper with a Web Event for two lead-gen channels.

Enormous distribution, reach, and frequency
- Inclusion in 10+ eWeekly newsletters during issue time frame
- Distribution in Speech Technology magazine to more than 10,000 print and online readers
- Dedicated email blasts for promotions
- Editorial and production services included—copyediting, layout and design

INCREASE BRAND AWARENESS
to include white papers, case studies, company sales proposition, or market position and a behind-the-scenes look at your technology solution and why it is important

INCREASE ORGANIC TRAFFIC TO YOUR WEBSITE

SPONSORSHIP RATES

| Standard      | Up to 750 words in 1 issue | $3,000 |
COST PER LEAD (CPL) PROGRAM

Let Speech Technology magazine deliver qualified leads to help support your content syndication programs!

Content Marketing on SpeechTechMag.com
Choose from a variety of channels to get your marketing messages in front of this audience to provide you with actionable leads on a CPL basis. Typical filters include geographic, title, and company size.

What You Get

› Highly qualified, actionable leads—generated from your white papers, research reports, case studies, or ebooks
› Extensive registration program with multiple marketing touchpoints
› Sponsor exclusivity—Enjoy 100% exclusive leads with these content programs.
› Brand leverage—Use the strength of the Speech Technology magazine brand and engagement from this audience.
› Lead delivery takes place each Friday morning.

Recent Cost Per Lead Clients

“IT’S A ONE-STOP SHOP FOR INFORMATION RELATING TO SPEECH TECHNOLOGY. YOU CAN GET LOST ON THE INTERNET TRYING TO FIND USEFUL INFORMATION. SPEECH TECHNOLOGY PUTS ALL THE RELEVANT INFORMATION YOU NEED, RIGHT AT YOUR FINGERTIPS.”

—Supervisor
Canon ITS
INDUSTRY VOICES

TIER 1

› One (1) Industry Voices article
› Four (4) eWeekly Newsletter sponsorships
› Two (2) dedicated email blasts

› Total: $3,300 USD  **SAVE $450 on the entire program**

TIER 2

› One (1) Industry Voices article
› One (1) Best Practices placement
› Four (4) eWeekly Newsletter sponsorships
› Two (2) dedicated email blasts

› Total: $5,738 USD  **SAVE $1,012 on the entire program**

TIER 3

› One (1) Industry Voices article
› One (1) Roundtable Webinar seat
› Four (4) eWeekly Newsletter sponsorships
› Two (2) dedicated email blasts

› Total: $7,012 USD  **SAVE $1,238 on the entire program**

BEST PRACTICES BUNDLED RATES

› 2 issues: $2,900 each
› 3 issues: $2,800 each
› 4 issues: $2,700 each
› 5 issues: $2,600 each
› 6 issues: $2,500 each

**CONTACT**

La Shawn Fugate, Publisher  
(859) 278-2223, ext. 104  
Email: lashawn@infotoday.com

“Always an interesting read, always unique content.” — SVP  
Citigroup LLP
CONTENT SYNDICATION PROGRAMS AND ROUNDTABLE WEB EVENTS

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BEST PRACTICES TOPIC</th>
<th>RESERVATIONS DUE</th>
<th>COPY DUE</th>
<th>PUBLISH DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April 2022</td>
<td>Voice Security</td>
<td>2/15</td>
<td>2/22</td>
<td>3/1</td>
</tr>
<tr>
<td>May/June 2022</td>
<td>Best Vertical Market Use Cases</td>
<td>4/19</td>
<td>4/25</td>
<td>5/2</td>
</tr>
<tr>
<td>July/August 2022</td>
<td>Trends in Emotion Detection Technology</td>
<td>6/20</td>
<td>6/24</td>
<td>7/1</td>
</tr>
<tr>
<td>November/December 2022</td>
<td>The Latest in SDKs and Application Design</td>
<td>10/19</td>
<td>10/25</td>
<td>11/1</td>
</tr>
</tbody>
</table>

UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

| January 18, 2022             | Trends in Conversational AI for 2022                                                |
| June 7, 2022                 | Uncovering Hidden “Gems” With Interaction Analytics                                  |
| November 1, 2022             | Low-Code/No-Code Trends in UX Design                                                 |

Reserve a seat on one of our Roundtables: $4,500 per vendor. Exclusive to three presenting companies, giving you 15 minutes to engage with attendees, with extended time during the Live Q&A. Sponsors also receive an MP4 file of the event to utilize in your own marketing outreach efforts.

Prefer a standalone event on any topic? Don’t want to share your leads? Pricing for customized events is $12,000. (INCLUDES A 200-LEAD GUARANTEE.*)

Whatever the event does not generate toward that number, an online white paper will be given to supplement the difference.

“I was searching for the website that provides relevant, up-to-date information related to speech technology. I ended up on SpeechTechMag.com, which has helped me understand what’s happening now and what may be coming in speech technology. I make sure that I visit SpeechTechMag.com once daily. I thank the team of SpeechTechMag.com for providing continuous, up-to-date information related to speech.”

—Director Enterprise and Cloud Architecture, Avaya

RESERVE YOUR SPACE TODAY!
La Shawn Fugate
Publisher
(859) 278-2223, ext. 104
lashawn@infotoday.com
WEB EVENT FORMATS—SOLO & ROUNDTABLE

Online web events are designed to generate leads for sponsors while providing a valuable resource for the readership on a number of topics.

› Every Speech Technology magazine webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand, and identifies your company as a thought leader.
› Web Events are 1-hour interactive platforms that are broadcast live on the web with streaming audio or can be formatted in shorter increments for various programs. They can also be prerecorded for an additional fee.
› Live polling, survey, live screen share demos for single sponsor events only, and Q&A sessions make compelling content.
› Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions for organizational best practices and case studies.
› Roundtable Format: Up to three sponsors discussing a timely topic with the event being 1 hour in length. All leads are shared among sponsors.
› Platform to introduce sponsors value proposition with the market.

Benefits
› Generate leads
› Nurture current leads
› Customer retention
› Thought leadership support
› Brand awareness
› Ecosystem support and promotion

Examples of Past Attending Companies
› Blue Shield of California
› CareFirst
› Cigna
› Dell Computers
› DTE Energy
› Fidelity Investments
› Humana
› MassMutual
› MetLife
› Pfizer
› Scotia Bank
› University of Chicago
› USAA
› Walgreens
› Wells Fargo
› Xerox

Deliverables
Our aggressive online campaign includes the following:
› Highly qualified, actionable leads which continue for 90 days postevent
› Extensive event registration program with multiple marketing touchpoints, including social media and online channels
› Customized Single Sponsor Events – Control 100% of the content in a standalone event. All generated leads are exclusive.
› Brand Leverage – Use the strength of the Speech Technology brand. Moderated by Speech Technology magazine senior staff and marketed under the Speech Technology magazine brand.
› A Managed Process – We take care of all of the details: marketing, registration, technology, follow-up.
› Experience You Can Trust – Information Today, Inc. has been producing streaming Web Events since 1998.
› HTML email invitation to more than 10,000 viewers and opt-in subscribers
› Banner advertising on SpeechTechMag.com
› 3 pre-promotions in Speech Technology magazine’s eWeekly newsletter, distributed to more than 8,000+ subscribers each week
› A reminder email to all registrants prior to the event
› Phone call reminder to all registrants
› Collaboration with other Information Today, Inc. media properties where applicable
› Confirmation emails with Outlook iCalendar reminder
› Postevent thank you email with links to archive for both attendees and nonattending registrants
› Access to all registrations, including postevent registration for the archived version for a period of 90 days afterwards
› Sponsored webcast archived on SpeechTechMag.com for 1 year

Standard Solo Rate $12,000
Standard Roundtable Rate $4,500

Discounted Package Rates are available

“Well-reported industry-wide coverage across the speech-tech domain. Excellent news, articles, and expert views to learn from.”
—VoIP Technologies
The VGM Group

Updated on 10/5/2021
## Editorial Calendar for 2022

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>SPACE CLOSE</th>
<th>PUBLISH DATE</th>
<th>FEATURE STORIES</th>
<th>BEST PRACTICES SERIES</th>
<th>SPONSORSHIP AND LEAD GENERATION PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April 2022</td>
<td>2/15</td>
<td>3/1</td>
<td>› The Voice Security Issue</td>
<td>› Voice Security</td>
<td>› Uncovering Hidden “Gems” with Interaction Analytics (June 7)</td>
</tr>
<tr>
<td>May/June 2022</td>
<td>4/19</td>
<td>5/2</td>
<td>› Market Spotlights—a thorough examination of the major industry verticals that are using speech technologies today, with special attention on their unique needs and how they are customizing solutions to meet those needs</td>
<td>› Annual Reference Guide—Focusing on Vertical Market Solutions</td>
<td></td>
</tr>
<tr>
<td>July/August 2022</td>
<td>6/20</td>
<td>7/1</td>
<td>› The Interaction Analytics Issue</td>
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<td>September/October 2022</td>
<td>8/19</td>
<td>9/1</td>
<td>› The Speech Industry Awards</td>
<td>› The Latest in SDKs and Application Design</td>
<td></td>
</tr>
<tr>
<td>November/December 2022</td>
<td>10/19</td>
<td>11/1</td>
<td>› The Low-Code/No-Code Trend in Voice User Interface Design</td>
<td>› Low-Code/No-Code Trends in UX Design (November 1)</td>
<td></td>
</tr>
</tbody>
</table>

**In Every Issue:**
- **Features:** In-depth articles cover the latest speech and AI strategy trends and technologies.
- **Deployments:** Case studies showcase hard and soft ROI benefits and how they were achieved.
- **FYI:** News analysis of the most topical speech technology stories.
- **Editor’s Letter:** Letter from Speech Technology magazine’s editor Len Klie.
- **Columns:** Industry experts advise readers on everything from VUI design to evaluating technologies and practices.

**Editorial Contacts:**
- **Editor:** Len Klie
  lklie@infotoday.com
  Focus:
  - Editorial Assignments
  - Newsletter Creation
  - Website Management
- **Managing Editor:** Chris Cronis
  ccronis@infotoday.com
  Focus:
  - Editorial Production
  - Copyediting

Facebook: Speech Technology Magazine  |  Twitter: @SpeechTech  |  LinkedIn: Speech Technology

Updated on 10/5/2021
ONLINE COST PER LEAD (CPL) PROGRAM

› Promote entire white papers and/or case studies online beginning at $50 per lead. This base rate does not include any filters. Generally speaking, the addition of two qualifying questions during the registration process will be approximately $65 per lead.
› Lead reports are generated each Friday.
› Promoted through homepage; featured in each issue of the eWeekly newsletter and through dedicated email blasts.

ONLINE-ONLY PROFILE IN THE 2022 ANNUAL REFERENCE GUIDE FOR 1 YEAR

$1,200

RESERVE YOUR SPACE TODAY!
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lashawn@infotoday.com

“Speech Tech always delivers a unique collection of updates, company product releases in speech, news about new AI functionality and related use case releases.”

—Software Engineer
Davis County Government
SpeechTechMag.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes Google AdManager third-party ad-serving technology. All banners must conform to the following specifications:

- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through Google Ad Manager.

Testing
SpeechTechMag.com requires 2 business days for testing of rich media banners and 5 business days for testing of new technology banners.

Reporting
Reports detailing campaign performance are available.

Submission Instructions
Submit all creatives to:

- La Shawn Fugate: lashawn@infotoday.com

Include live linking URL and ALT text.

(ALT text may not exceed 25 characters including spaces.)

Creative Specifications
- File size: maximum of 150K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, and HTML5.
- We no longer accept Flash (.SWF) creatives.

HTML5 File Size Specifications
- Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- Politely Loaded (All of the creative’s subsequent assets are loaded once the host webpage has completed loading): 2MB

Counting Impressions & Clicks
Google Ad Manager counts impressions only when a creative is viewable in a user’s browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

<table>
<thead>
<tr>
<th>Standard Creative Units</th>
<th>Max File Size</th>
<th>Banner Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>150K</td>
<td>leaderboards (2 locations, top and bottom of page)</td>
</tr>
<tr>
<td>300x250</td>
<td>150K</td>
<td>right column, top</td>
</tr>
<tr>
<td>300x100</td>
<td>150K</td>
<td>right column (5 locations moving down the page)</td>
</tr>
</tbody>
</table>

“Quality writing and original content.”
—Senior Account Executive, Experian
THE SPEECH INDUSTRY AWARDS

AWARDS ISSUE: September/October 2022

Speech Technology magazine’s Speech Industry Awards

Speech Technology magazine’s Speech Industry Awards recognize speech technology vendors that have contributed to industry growth during the past 12 months through innovative product or service launches; a heightened focus on speech technologies through alliances, mergers, and acquisitions; or an exceptional execution of existing products or services.

“The thing I like about Speech Tech is that it does a really good job defining the business use cases.” — VP SAP
## 2022 RATE CARD (NET): Display Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,100</td>
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<td>$1,700</td>
</tr>
<tr>
<td>Spread</td>
<td>$3,300</td>
<td>$2,950</td>
<td>$2,600</td>
</tr>
<tr>
<td>1 page</td>
<td>$1,900</td>
<td>$1,650</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/2-spread</td>
<td>$1,900</td>
<td>$1,650</td>
<td>$1,400</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$1,450</td>
<td>$1,200</td>
<td>$950</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$1,250</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>1/3-vertical</td>
<td>$1,000</td>
<td>$850</td>
<td>$700</td>
</tr>
</tbody>
</table>

Bleeds are available for Full Page and Spread sizes only. Bleed sizes include the addition of 1/4 inch on all sides. If your ad does not bleed please use Trim Size dimensions.

### AD SIZES

<table>
<thead>
<tr>
<th>Trim Size</th>
<th>Bleed Size</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.375&quot;w x 10.875&quot;h</td>
</tr>
<tr>
<td>Spread</td>
<td>17&quot;w x 10.875&quot;h</td>
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<tr>
<td>1/2-spread</td>
<td>17&quot;w x 5&quot;h</td>
</tr>
<tr>
<td>2/3-page</td>
<td>4.5&quot;w x 10&quot;h</td>
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<tr>
<td>1/2-page</td>
<td>7&quot;w x 5&quot;h</td>
</tr>
<tr>
<td>1/3-page</td>
<td>2.25&quot;w x 10&quot;h</td>
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</table>

### CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Material Due</th>
<th>Publish Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>1/19</td>
<td>1/26</td>
<td>2/1</td>
</tr>
<tr>
<td>March/April</td>
<td>2/15</td>
<td>2/22</td>
<td>3/1</td>
</tr>
<tr>
<td>May/June</td>
<td>4/19</td>
<td>4/25</td>
<td>5/2</td>
</tr>
<tr>
<td>July/August</td>
<td>6/20</td>
<td>6/24</td>
<td>7/1</td>
</tr>
<tr>
<td>September/October</td>
<td>8/19</td>
<td>8/25</td>
<td>9/1</td>
</tr>
<tr>
<td>November/December</td>
<td>10/19</td>
<td>10/25</td>
<td>11/1</td>
</tr>
</tbody>
</table>

### RESERVE YOUR SPACE TODAY!

La Shawn Fugate  
Publisher  
(859) 278-2223, ext. 104  
lashawn@infotoday.com

For production questions contact:  
Jackie Crawford  
Ad Trafficking Coordinator  
jcrawford@infotoday.com

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**CONTRACT AND COPY REGULATIONS**

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 ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the Publisher’s approval. The Publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

**FREQUENCY DISCOUNTS & RATE ADJUSTMENTS**

Frequency rates are based on the total number of insertions of 1/3-page or more. 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.

**TERMS & CONDITIONS**

All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

**PUBLISHER-SET COPY**

Rate: $400 for full-page ads; $275 for 1/2-page or less. Copy due same date as space reservations. There is a $50 charge for any type changes or codes added by the Publisher. A new proof copy is preferred.
PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

Ad production requirements — downloadable PDF.

We accept the following formats:
- Press-quality PDF files are preferred.
  - Fonts must be embedded
  - Set black to overprint
  - Convert PMS to CMYK
  - Images must be in CMYK
  - 300 dpi images only
  - Flattened transparencies
  - Page dimensions and bleeds according to pub specs
- We can also accept high-resolution Macintosh format Photoshop TIFF files.
  - Flattened layers
  - CMYK color
  - 300 dpi
  - Page dimensions and bleeds according to pub specs

File submission instructions:
- To upload files via the web:
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

PLEASE NOTE:
- Files submitted as RGB will be converted to CMYK.
- Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- All graphics must be at least 300 dpi resolution.

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 15.

For production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.
As 2022 begins to unfold revealing new business cycles, consider being a part of Speech Technology magazine's Annual Reference Guide! This valuable resource appears in the January/February issue and online at www.speechtechmag.com/ReferenceGuide/ giving you access to thousands of potential customers throughout the year. This particular issue also covers the major sectors of the industry, including Speech Engines, Speech Developer Platforms, Interaction Analytics, Intelligent Virtual Assistants, Voice Biometrics, Assistive Technologies, and Intelligent Conversational AI. Be a part of this go-to resource for companies looking to implement speech technologies in their operation in the coming year!

RATES

**TIER 1 – Online, Jan/Feb 2022 issue of Speech Technology magazine — $1,350**
- 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 which will be included in the Jan/Feb issue and unlimited Vertical Markets appearing in the May/June issue.
- Five links to your case studies, white papers, archived webcasts, or special landing pages
- 1/2 Page Profile (logo, company name, address, phone, fax, email, website, and 150-word company description) in the Jan/Feb and May/June issues of Speech Technology magazine
- Does not include lead-gen campaign.

**TIER 2 – Full Page White Paper/Case Study Summary – Online and Jan/Feb 2022 issue of Speech Technology magazine (Includes 3-month lead-gen program) — $3,000**
- 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 Jan/Feb PDF issue of Speech Technology magazine
- 750-word White Paper Summary including logo, graphic (product or screen shot), company name, address, phone, fax, email, and website. This full page will be located behind the “State of” article of your choice in the downloadable PDF.
- Company listing in unlimited Topic Center categories for the Vertical Markets section including the Jan/Feb and May/June issues

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

Published in Speech Technology magazine—over 10,000 viewers and opt-in subscribers
- Marketed in all 52 eWeeklies
- 5,000 average online page views (12 months)
- Appears in the January/February issue of Speech Technology magazine and speechtechmag.com
- Your listing is integrated throughout all content within speechtechmag.com.
- Act now and have your online status begin immediately.
- Any editorial content we’ve ever written about your company will automatically be pulled into your listing.
- Add your social networks in your online listing.
Unisphere Research, the market research arm of Speech Technology magazine, conducts proprietary and “for-publication” research for IT vendors in the marketplace leveraging its core subscriber base and user groups with whom it partners. It has completed more than 100 studies during the last 11 years.

**Why do an industry research project?**
1. Thought Leadership
2. Credibility
3. Branding
4. “Must-Have” Content
5. Lead Acquisition
6. Positioning of Company and Products

**Projects take place in four distinct phases:**
1. Questionnaire Development
2. Data Collection
3. Report Authorship
4. Report Promotion

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**CONTACT**

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Publisher/Advertising Sales
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lashawn@infotoday.com

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“It is a must-have if you work in AI or voice assistant’s space.”

—Director
Samsung Electronics America

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