Speech Technology
A division of Information Today, Inc.

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
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.

SPEECH TECHNOLOGY MAGAZINE
- The magazine is published four times per year: Winter, Spring, Summer, and Fall.
- Every issue offers in-depth features, case studies, a market spotlight, 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, each issue goes to more than 10,000 qualified readers and online viewers.
- Our audience is mostly comprised of C-level executives, presidents, decision makers, and industry leaders in key markets.
- Speech Technology magazine is recognized worldwide as the leading source of information on the products and technologies affecting the speech technology industry. The quarterly trade publication delivers essential news to end users of the technology, value-added resellers, integrators, developers, and investors, plus enterprise and contact center professionals. It is the only magazine strictly dedicated to providing comprehensive and independent coverage of information impacting speech technologies.

SPEECHTEK CONFERENCE & EXHIBITION
- SpeechTEK has been a trusted global event for more than 25 years.
- This is an amazing opportunity for your company to be positioned as a thought leader within the industry.
- Reinforce your corporate status and leadership within the industry by being an event sponsor.
- COST-EFFECTIVE AND TARGETED
  SpeechTEK offers an affordable way to reach decision makers looking for information to purchase solutions for their businesses. Don’t miss the opportunity to share your knowledge and expertise and to demo applications to potential buyers.
- INTERNATIONAL REACH
  SpeechTEK is backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media, and web advertising; association partnerships; and a PR campaign. With this level of promotion and the combination of a world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face-to-face and network with international customers and integrators of speech technologies.
- SpeechTEK is co-located with a host of conferences covering the CRM and Smart Customer Service industries.

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

WHO VISITS SPEECHTECHMAG.COM?
› Buyers responsible for solutions across various vertical markets
› Top-level executives and IT managers from Fortune 1000 enterprises
› Business decision makers
› Technology decision makers
› Call center service providers
› Software and hardware companies
› Managed service providers
› Professional services/consulting
› VUI designers
› Developers
› Mobile solution providers
› Biometric solution providers

WHO READS SPEECH TECHNOLOGY MAGAZINE?

Level
- C Level ......................... 20%
- Director ....................... 18%
- Manager ...................... 23%
- Staff ......................... 15%
- Technical .................... 11%
- Vice President ............... 11%

Department
- Corporate/General Management .. 22%
- Customer Experience ............. 22%
- Digital Experience ................. 8%
- Integrator/Consultant .......... 10%
- Marketing ..................... 10%
- Sales ......................... >1%
- Technical/IT/Web/Developer .... 27%

TOP FIVE COUNTRIES VISITING SPEECHTECHMAG.COM
› U.S.
› India
› U.K.
› Canada
› France

According to Meticulous Research, the OVERALL VOICE AND SPEECH MARKET is expected to reach $26.8 billion by 2025.

80% of those taking the 2020 Reader Survey read the publication for Industry Trends and News followed by Research Tool, Use Cases, Technical “How To’s,” and as a Buying Resource.

According to Forrester, by 2024, AI will be integral to every part of the business, resulting in 25% of the overall spend on AI solutions as “outcomes-as-a-service” that drive innovation at scale and superior business value.

AI will become the new UI by redefining user experiences in which more than 50% of user touches will be augmented by computer vision, speech, natural language and AR/VR.

Source: Speech Technology 2020 Reader Survey
AUDIENCE PROFILE

SPEECH TECHNOLOGY MAGAZINE DEMOGRAPHICS

Readers include C-level executives (CEO, CTO, CIO), corporate and general management, customer service/sales/marketing professionals, technical/IT/web developers, consultants, and IT/IS management, representing contact centers, enterprises, developers, and integrators. Subscribers are regularly researching and implementing new strategies.

Speech Technology magazine is read by more than 10,000 executives and professionals. They are forward-thinking industry leaders who are continually looking for ways to leverage this technology for their businesses’ needs. The magazine is a quarterly publication distributed in the winter, spring, summer, and fall to executives and professionals who qualify by subscribing online (SpeechTechMag.com).

Top Five Areas of Interest to Readers Who Took This Survey:

› AI
› Speech Recognition
› Speech to Text
› Chatbots
› Text to Speech

According to Statista, there will be 1.227 million voice assistants in use by 2021.

REACH QUALIFIED DECISION MAKERS FROM COMPANIES SUCH AS THESE:

American Airlines
American Express
American Heart Association
AT&T
Bank of America
Bank One
Bell South
Best Buy
Canon ITS
Capitol One
CareFusion
Citi Corp.
Cspire
Dell
Delta Airlines
Disney
DTE Energy
E-Trade
FedEx
Ford Motor Co.
GEICO
General Electric
GlaxoSmithKline
HP
Hyatt Hotels & Resorts
JP Morgan
Kindred Healthcare
LexisNexis
LG Electronics
Mayo Clinic
NASA
North Shore Credit Union
Office Depot
Panasonic
PBS
Progressive Insurance
Rite Aid
Rosetta Stone
Siemens
SunTrust
Target
T-Mobile
TomTom
Toyota
United Healthcare
UPS
USAA
U.S. Army
U.S. Customs
U.S. Department of Energy
U.S. Postal Service
VA Medical Center
Visa
Wells Fargo
Xerox
**DATA POINTS**

**Circulation:**
10,000 Qualified Readers

**What type of PURCHASING INFLUENCE do our readers have?**
- Business decision maker or influencer: 19%
- Technical decision maker or influencer: 31%
- Both: 30%

**The AVERAGE BUDGET forecasted for 2021 for speech-related products is more than $253,488.**

**Where are companies primarily allocating budget in the next 12 months?**
- New Installations: 42%
- Upgrades/modifications to legacy systems: 58%

**REVENUE of Readers’ Companies**
- 14% — $5 billion+
- 13% — $1 billion – $4.99 billion

*The average company revenue is $1.4 billion.*

**Primary SALES TARGET**
- 40% — Business to business
- 15% — Business to consumer
- 45% — Both

**81% of Speech Technology’s readers use the publication, website, and conferences when researching products and services to make purchase decisions.**

**Readers of the publication are interested in product announcements and real-world speech solutions in action.**

**Hot Topics/Reader Interest**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speech Recognition</td>
<td>71%</td>
</tr>
<tr>
<td>AI</td>
<td>65%</td>
</tr>
<tr>
<td>Customer Experience</td>
<td>57%</td>
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<tr>
<td>Voice Recognition</td>
<td>57%</td>
</tr>
<tr>
<td>Analytics</td>
<td>44%</td>
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<tr>
<td>User Experience Design</td>
<td>43%</td>
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<tr>
<td>Assistive Technology</td>
<td>37%</td>
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<tr>
<td>Workflow/Productivity</td>
<td>33%</td>
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<tr>
<td>Healthcare</td>
<td>32%</td>
</tr>
<tr>
<td>Robotic Process Automation</td>
<td>29%</td>
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<tr>
<td>Tools</td>
<td>28%</td>
</tr>
<tr>
<td>Agent Assistance Within the Contact Center</td>
<td>25%</td>
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<tr>
<td>Translation/Globalization/Localization</td>
<td>20%</td>
</tr>
<tr>
<td>Testing</td>
<td>19%</td>
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<tr>
<td>Public Services</td>
<td>17%</td>
</tr>
<tr>
<td>Field Service</td>
<td>12%</td>
</tr>
<tr>
<td>Search</td>
<td>9%</td>
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<tr>
<td>Telematics</td>
<td>9%</td>
</tr>
</tbody>
</table>

By 2021, 30.5% of internet users will be using smart speakers. —eMarket

Source: Speech Technology 2020 Reader Survey
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: 8,600+  FREQUENCY: Every Wednesday

RATES
<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month of sponsorship, top position (4 newsletters in total)</td>
<td>$800 per month</td>
</tr>
<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. Banners ads must be smaller than 50k.
- 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.

Gartner predicts **25%** of digital workers will use **VIRTUAL EMPLOYEE ASSISTANTS** daily by 2021.

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
<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</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

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Email: lashawn@infotoday.com
**BEST PRACTICES**

**CONTENT SYNDICATION PROGRAM**

**IMPACT THE AUDIENCE**

Your sponsored content will be promoted online through a 3-month lead-generation campaign and will also appear in print for 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.

---

**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**

According to Forrester, by 2025, **50% of COMPUTER VISION AND SPEECH RECOGNITION MODELS will run on the edge (including endpoints).**

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**SPONSORSHIP RATES**

| Standard | Up to 750 words in 1 issue | $3,000 |

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**76% of the people taking the 2020 Reader Survey**

**USE WHITE PAPERS AND CASE STUDIES when doing research PRIOR TO PURCHASING services and solutions.**
INDUSTRY VOICES

TIER 1
› One (1) Industry Voices article
› Four (4) eWeekly Newsletter sponsorships
› Two (2) dedicated email blasts
› Total: $3,300 USD  \( \text{SAVE } $450 \text{ on the entire program} \)

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  \( \text{SAVE } $1,012 \text{ on the entire program} \)

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  \( \text{SAVE } $1,238 \text{ on the entire program} \)

BEST PRACTICES BUNDLED RATES
› 2 issues: $2,900 each
› 3 issues: $2,800 each
› 4 issues: $2,700 each

CONTACT
La Shawn Fugate, Publisher
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Email: lashawn@infotoday.com
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>MAIL DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2021</td>
<td>Creating Your Data Science Team and What NOT to Include</td>
<td>12/29</td>
<td>1/12</td>
<td>1/28</td>
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<tr>
<td></td>
<td>Voice Biometrics Today</td>
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<td>Growing Role of AI Technologies for Security, Fraud Prevention, and More</td>
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<td>Use Cases in Nonprofits</td>
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<td>Neuro-Linguistic Programming NLP</td>
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<td>Speech Technologies and the Aging Population</td>
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<td></td>
<td>Best Practices in Gaming</td>
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<tr>
<td>Summer 2021</td>
<td>Use Cases in Retail</td>
<td>6/25</td>
<td>7/13</td>
<td>7/29</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>Voice Based Chatbots</td>
<td>9/24</td>
<td>10/12</td>
<td>10/28</td>
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<td>Text Mining</td>
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<td></td>
<td>Voice Search and AI</td>
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<td></td>
<td>Best Practices in Travel/Transportation/Hospitality</td>
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UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16</td>
<td>Trends for AI and Speech in 2021</td>
</tr>
<tr>
<td>June 22</td>
<td>Ensuring Your Brand Is Voice-Search Ready</td>
</tr>
<tr>
<td>September 14</td>
<td>Learning More About Intelligent Process Automation</td>
</tr>
<tr>
<td>November 2</td>
<td>AI, Standards, and Digital Trust</td>
</tr>
</tbody>
</table>

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. (THIS LEVEL CARRIES A 200-LEAD GUARANTEE.*)**

**THREE 15-MINUTE PREREcorded SERIES WEB EVENT FORMAT**

Reach the audiences behind Speech Technology magazine with a series of four 12-minute prerecorded segments with four different speakers and four different topics promoted across a 6-week period. Audiences can learn about solutions without committing to a large block of time. Event is promoted with multiple email blasts per week. Once the entire program has been recorded, you can segment for your own promotions in either the entire 1-hour segment or cut into the 12-minute sessions to promote on your own site. **PRICING IS $16,000. (THIS LEVEL CARRIES A 250-LEAD GUARANTEE.*)**

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

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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 to 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 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
- Complete registration of attendees with sponsors’ customized qualifying questions for standalone events
- 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

**Examples of Past Attending Companies**

- Fidelity Investments
- University of Chicago
- USAA
- Walgreens
- Wells Fargo
- Xerox

**Standard Solo Rate**

| $12,000 |

**Standard Roundtable Rate**

| $4,500 |

Discounted Package Rates are available

**Did You Know?** ComScore forecasts that **50% of all searches will be voice searches by as early as 2021**.
## EDITORIAL CALENDAR FOR 2021

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>CLOSE DATES</th>
<th>MAIL DATE</th>
<th>MARKET SPOTLIGHT</th>
<th>FEATURE STORIES</th>
<th>BEST PRACTICES SERIES ADVERTISING SUPPLEMENT</th>
<th>WEBINAR ROUNDTABLE OPPORTUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WINTER</strong></td>
<td></td>
<td>1/28</td>
<td>Nonprofits</td>
<td><strong>State of the Industry Report</strong>—a comprehensive look at the technologies (Speech Engines, Speech Developer Platforms, Speech Analytics, Virtual Assistants, Assistive Technologies, Voice Biometrics) that make up the speech industry and the verticals that will be using them</td>
<td><strong>Annual Reference Guide</strong></td>
<td><strong>Trends for AI and Speech in 2021</strong> (March 16)</td>
</tr>
<tr>
<td>(Feb/Mar/Apr)</td>
<td>Editorial Contact Date: 11/29</td>
<td></td>
<td></td>
<td></td>
<td><strong>Creating Your Data Science Team and What NOT to Include</strong></td>
<td></td>
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<tr>
<td></td>
<td>Space Close: 12/29</td>
<td></td>
<td></td>
<td></td>
<td><strong>Voice Biometrics Today</strong></td>
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<td></td>
<td><strong>Growing Role of AI Technologies for Security, Fraud Prevention, and More</strong></td>
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<td></td>
<td></td>
<td></td>
<td><strong>Use Cases in Nonprofits</strong></td>
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<tr>
<td><strong>SPRING</strong></td>
<td></td>
<td>4/29</td>
<td>Gaming</td>
<td><strong>Edge Computing and Speech</strong></td>
<td><strong>The Future of Edge Computing and Speech</strong></td>
<td><strong>Ensuring Your Brand Is Voice-Search Ready</strong> (June 22)</td>
</tr>
<tr>
<td>(May/Jun/Jul)</td>
<td>Editorial Contact Date: 2/26</td>
<td></td>
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<td><strong>Neuro-Linguistic Programming</strong></td>
<td><strong>Neuro-Linguistic Programming NLP</strong></td>
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<td></td>
<td>Space Close: 3/26</td>
<td></td>
<td></td>
<td><strong>Speech Technologies for Seniors</strong></td>
<td><strong>Speech Technologies and the Aging Population</strong></td>
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<td><strong>Best Practices in Gaming</strong></td>
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<tr>
<td><strong>SUMMER</strong></td>
<td></td>
<td>7/29</td>
<td>Retail</td>
<td><strong>The Speech Industry Awards</strong></td>
<td><strong>Use Cases in Retail</strong></td>
<td><strong>Learning More About Intelligent Process Automation</strong> (September 14)</td>
</tr>
<tr>
<td>(Aug/Sep/Oct)</td>
<td>Editorial Contact Date: 5/25</td>
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<td>Space Close: 6/25</td>
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<tr>
<td><strong>FALL</strong></td>
<td></td>
<td>10/28</td>
<td>Travel/Transportation/Hospitality</td>
<td><strong>Improving Real-Time Captioning</strong></td>
<td><strong>Voice-Based Chatbots</strong></td>
<td><strong>AI, Standards, and Digital Trust</strong> (November 2)</td>
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<tr>
<td>(Nov/Dec/Jan)</td>
<td>Editorial Contact Date: 8/24</td>
<td></td>
<td></td>
<td><strong>Voice Branding</strong></td>
<td><strong>Text Mining</strong></td>
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<tr>
<td></td>
<td>Space Close: 9/24</td>
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<td></td>
<td><strong>Voice Recording, Transcription, and Analytics</strong></td>
<td><strong>Voice Search and AI</strong></td>
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<td><strong>Best Practices in Travel/Transportation/Hospitality</strong></td>
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### IN EVERY ISSUE:

- **Features:** In-depth articles cover the latest speech and AI strategy trends and technologies.
- **Market Spotlight:** A deep-dive into how speech and AI are making an impact on individual industries.
- **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
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.
› 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 2021 ANNUAL REFERENCE GUIDE FOR 1 YEAR

$1,200

Reserve Your Space Today! La Shawn Fugate • Publisher • (859) 278-2223, ext. 104 • Email: lashawn@infotoday.com
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 AdManager.

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>
THE SPEECH INDUSTRY AWARDS

AWARDS ISSUE: Summer 2021

Speech Technology magazine’s Speech Industry Awards

› Don’t miss the chance to get in front of thousands of end users, industry insiders, analysts, and other experts.

› 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.
2021 RATE CARD (NET): Display Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$2,100</td>
<td>$1,900</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,100</td>
<td>$1,900</td>
</tr>
<tr>
<td>Spread</td>
<td>$3,300</td>
<td>$2,950</td>
</tr>
<tr>
<td>1 page</td>
<td>$1,900</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/2-spread</td>
<td>$1,900</td>
<td>$1,650</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$1,450</td>
<td>$1,950</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$1,250</td>
<td>$1,000</td>
</tr>
<tr>
<td>1/3-vertical</td>
<td>$1,000</td>
<td>$850</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></th>
<th>Trim Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.375&quot;w x 10.875&quot;h</td>
<td>8.75&quot;w x 11.125&quot;h</td>
</tr>
<tr>
<td>Spread</td>
<td>17&quot;w x 10.875&quot;h</td>
<td>17.25&quot;w x 11.125&quot;h</td>
</tr>
<tr>
<td>1/2-spread</td>
<td>17&quot;w x 5&quot;h</td>
<td>17.25&quot;w x 5&quot;h</td>
</tr>
<tr>
<td>2/3-page</td>
<td>4.5&quot;w x 10&quot;h</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-page</td>
<td>7&quot;w x 5&quot;h</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-page</td>
<td>2.25&quot;w x 10&quot;h</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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

A 5 percent (5%) discount may be applied for prepayment of your advertising insertion. 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.

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

Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Material Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>12/29</td>
<td>1/12</td>
<td>1/28</td>
</tr>
<tr>
<td>Spring</td>
<td>3/26</td>
<td>4/13</td>
<td>4/29</td>
</tr>
<tr>
<td>Summer</td>
<td>6/25</td>
<td>7/13</td>
<td>7/29</td>
</tr>
<tr>
<td>Fall</td>
<td>9/24</td>
<td>10/12</td>
<td>10/28</td>
</tr>
</tbody>
</table>
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.
2021 REFERENCE GUIDE

Winter 2021 issue
Reservations Due: 12/29/20  |  Copy Due: 1/12/21  |  Mail Date: 1/28/21

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.

Here's What You Get
› Unlimited online profile available for 1 year on SpeechTechMag.com.
› Profile included in the Winter PDF issue of Speech Technology magazine.
› Full integration with all of our online content: All of your editorial mentions are aggregated into your profile.
› Your logo with a link to your profile is displayed under every article on SpeechTechMag.com where your company is mentioned.
› Links to your social networking sites: Facebook, LinkedIn, Twitter, blogs, YouTube.
› Improve your SEO with in-bound links from a quality source.

Promotion & Distribution
› Reach more than 10,000 Speech Technology magazine readers—great branding exposure.
› Promoted in more than 48 eWeekly newsletters throughout the year.
› Promoted on the homepage and under every article that mentions your company.
› Distributed at SpeechTEK, Smart Customer Service and CRM Evolution conferences.
› Included in the Winter 2021 issue.

continued >>
2021 REFERENCE GUIDE (continued)

Rates

TIER 1 – 1/4 Page Profile – Online and Winter PDF issue of Speech Technology magazine $1,200

› 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 Vertical Markets 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 Winter PDF issue of Speech Technology magazine
› Does not include lead-gen campaign.

TIER 2 – 1/2 Page Profile – Online and Winter PDF issue of Speech Technology magazine $1,500

› 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 Winter PDF issue of Speech Technology magazine
› Company listing in unlimited Topic Center categories for the Vertical Markets section
› Does not include lead-gen campaign.

TIER 3 – Full Page White Paper/Case Study Summary – Online and Winter PDF 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 Winter 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
SPEECH TECHNOLOGY CUSTOM PUBLISHING

If you are in need of any custom-publishing services such as the creation of ebooks, printed brochures, digital infographics, or anything else, please contact us for additional information.

Let Speech Technology magazine be your custom-publishing and content marketing partner!

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

According to Forbes magazine, as many as 63% of businesses don’t have an actual content strategy. Forbes also stated that it’s important to understand that having a content strategy involves setting goals, establishing KPIs, personalizing content, repurposing existing content, content curation, optimizing content for voice search, and utilizing different strategies for different customer acquisition channels.
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

---

### In-depth Marketing Research With Finished Report*

- Pricing available upon request
- *Lead generation of finished report available for an additional fee.

Interested in also including an exclusive webinar to share your findings? Ask about a combination discounted rate.

---

**CONTACT**

La Shawn Fugate
Publisher/Advertising Sales
(859) 278-2223, ext. 104
lashawn@infotoday.com
SpeechTEK 2021

SpeechTEK is a must-attend event for anyone who wants to learn about deploying speech technology for business applications, including enterprise IT decision makers, customer experience designers, speech solutions managers and developers, and interaction designers and integrators.

The Customer Solutions Expo showcase is a must for anyone selling speech technology products or services. Here, sponsors have an unmatched opportunity to brand and communicate their company’s image and message, make major industry announcements, release new products and initiatives, and support partnering and business development efforts.

Benefit from sponsorship in many ways, such as:

- Enhancing image/shaping consumer attitudes
- Driving sales
- Creating positive publicity/heightening visibility
- Limiting cost of travel to see clients in one trip

SpeechTEK is cost-effective and targeted, offering focused solutions and providing sponsors with international reach. It's backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media, and web advertising; association partnerships; and a compelling PR campaign. With this level of promotion and the combination of a world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face-to-face with customers and integrators of speech technologies. Don’t miss the opportunity to share your knowledge and expertise and get your products and services in their hands!

CONTACT
La Shawn Fugate
Exhibit Sales Manager
(859) 278-2223, ext. 104
lashawn@infotoday.com

Bob Fernekees
Group Publisher, Speech Technology Magazine
bfernekees@infotoday.com

The event management platform Bizzabo surveyed more than 1,000 brand marketers for its Event Marketing 2019 Benchmarks and Trends Report and it found that

**41% considered event marketing to be their top marketing channel,**

up 32% year over year and ahead of content marketing, email marketing, and social media.

ATTENDEES BY DEPARTMENT*

<table>
<thead>
<tr>
<th>Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate/General Management</td>
<td>21%</td>
</tr>
<tr>
<td>Sales/Marketing</td>
<td>21%</td>
</tr>
<tr>
<td>IT/Web/Technical Developer</td>
<td>21%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
<tr>
<td>Consultant/Integrator</td>
<td>6%</td>
</tr>
</tbody>
</table>

ATTENDEES BY JOB TITLE*

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level</td>
<td>21%</td>
</tr>
<tr>
<td>Vice President</td>
<td>8%</td>
</tr>
<tr>
<td>Director</td>
<td>19%</td>
</tr>
<tr>
<td>Manager/Supervisor</td>
<td>26%</td>
</tr>
<tr>
<td>Staff</td>
<td>10%</td>
</tr>
<tr>
<td>Technical</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

* Data based on registrants reporting demographics. Percentages may not equal 100% due to rounding.