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 quickly became the magazine of record.

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, knowledge management, 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 and online access, 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 2,000 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.

Speech Technology magazine does a great job regarding the accuracy of information it promotes.
—Northern Reflections
SPEECH TECHNOLOGY AUDIENCE PROFILE

WHO IS OUR AUDIENCE?

Level
- C Level ......................................................... 12%
- Vice President ............................................. 8%
- Director ......................................................... 13%
- Manager ......................................................... 26%
- Supervisor ...................................................... 18%
- Staff ............................................................... 13%
- Technical ......................................................... 10%

PRIMARY JOB FOCUS

Corporate/General Management .............. 24%
Customer Service/
Customer Experience ............................ 23%
IT/Technical .................................................... 23%
Sales/Marketing ............................................ 19%
Call Center ..................................................... 11%

Average number of employees:

3,500

Source: Speech Technology 2022 Reader Survey

COMPANY SIZE

Revenue
- $1 billion-plus ................................................. 17%
- $100 million to $999 million .......................... 39%
- Less than $100 million .................................. 44%

Average company size:

$855 million

Average 2023 budget forecasted for speech-
or voice-related products and services:

$411,000

INDUSTRY

Automotive ......................................................... 4%
Banking/Finance ............................................. 7%
Call Center ....................................................... 4%
Consulting/Integration/VAR ......................... 9%
Consumer Product Goods ......................... 7%
Voice/Speech Technology Solution Provider ... 13%
Education/Training ........................................ 6%
Gaming-/Sports-Related .............................. 6%
Government (Federal, State, Local) ............... 1%
Insurance ......................................................... 3%
Manufacturing ................................................. 6%
Marketing ......................................................... 3%
Media/Publishing ............................................ 2%
Medical/Healthcare/Pharma ....................... 3%
Nonprofit ......................................................... 2%
Professional Services ................................... 4%
Retail/Ecommerce ......................................... 3%
Technology ..................................................... 10%
Telecommunications ................................. 1%
Travel/Hospitality .......................................... 2%

“Speech Technology magazine’s programming is top notch —Upwork”

Knowledge and
Experience
WITH VOICE AND SPEECH
TECHNOLOGIES

Enough knowledge and experience to do my job........41%
I consider myself knowledgeable ...................... 30%
New to these technologies .............................. 17%
I’m an expert ................................................. 11%
**ORGANIZATIONAL INSIGHTS AND BUDGETS**

### KEY BUDGET METRICS

- **$411,000**
  - 2023 AVERAGE FORECASTED BUDGET for speech- or voice-related products and services

- **10%**
  - expected INCREASE in speech/voice technology 2023 BUDGETS

- **79%**
  - of audience is involved in their company's speech or voice budgets

### PURCHASING ROLE

- **Decision Maker** ........ 47%
- **Influencer** ............. 44%

### DYNAMIC AUDIENCE

<table>
<thead>
<tr>
<th>Number of years reading the publication/website</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a year</td>
<td>22%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>40%</td>
</tr>
<tr>
<td>More than 2 years</td>
<td>38%</td>
</tr>
</tbody>
</table>

### CUSTOMER TARGET

- **B2B** .................... 42%
- **B2C** .................... 29%
- **Both** .................... 30%

### ESTIMATED 2023 BUDGETS FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES

- More than $1 million .................. 11%
- $500,000 to $999,999 .................. 28%
- $100,000 to $499,999 .................. 22%
- Less than $100,000 .................. 39%

### 2023 PRIORITIES

- **Conversational AI** .................. 52%
- **Voice Search** .................. 32%
- **Assistive Technology** .................. 31%
- **Speech Recognition** .................. 29%
- **Intelligent Virtual Assistants** .................. 23%
- **Workflow/Productivity/Business Processes** .................. 22%
- **Interaction Analytics** .................. 22%
- **Sentiment Analysis** .................. 21%
- **Telematics** .................. 21%
- **Automation/Low Code/No Code** .................. 21%
- **User Experience Design** .................. 20%
- **Voice Biometrics** .................. 19%
- **Tools and Hardware** .................. 19%
- **Translation/Globalization/Localization** .................. 17%
- **Edge Computing/Fog Computing** .................. 14%
- **Knowledgebase Solutions** .................. 13%
- **Standards/KPIs/Metrics** .................. 12%

### MARKET FACTS

- The global voice and speech recognition technology market is estimated to reach **$20.9 billion** by 2026, according to ReportLinker.

- Gartner predicts by 2023, **25% of employee interactions** with various kinds of applications will be through voice, compared to less than 3% in 2019.

- Statista finds the global voice recognition market was forecast to grow from $10.7 billion in 2020 to $27.16 billion by 2026. The estimated CAGR from 2021 to 2026 amounts to **16.8%**.

---

"Does a great job of analyzing the needs of voice magazine subscribers." — Sportswest
EWEEKLY INDUSTRY NEWS

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

CIRCULATION: 7,500 + Opt-in Subscribers  FREQUENCY: Every Wednesday

RATES

<table>
<thead>
<tr>
<th>Sponsorship Duration</th>
<th>Price per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month of sponsorship, top position (4 newsletters in total)</td>
<td>$800</td>
</tr>
<tr>
<td>3 or more months of sponsorship, top position</td>
<td>$600</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: 5,000+  FREQUENCY: Weekly

RATES

<table>
<thead>
<tr>
<th>Blast Types</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 blast</td>
<td>$1,400</td>
</tr>
<tr>
<td>2 blasts: 1 each week for 2 weeks</td>
<td>$2,500</td>
</tr>
<tr>
<td>4 blasts: 1 each week for 4 weeks</td>
<td>$4,300</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 mailing 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

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

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-plus eWeekly newsletters during issue time frame
› Distribution in Speech Technology magazine to more than 10,000 online readers
› Dedicated email blasts for promotions
› Editorial and production services included—copyediting, layout and design

INCREASE BRAND AWARENESS

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 | $2,500 |

Speech Technology magazine contains equal coverage between established and emerging technologies. —Takeda Pharma

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

“Really crisp and clear and always easy to get in one glance. Thanks for making it so easy.” —TIAA

INDUSTRY VOICES

TIER 1
› One (1) Industry Voices article
› Four (4) eWeekly newsletter sponsorships
› Two (2) dedicated email blasts
› Total: $2,800 USD **SAVE $500 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: $5,000 USD **SAVE $800 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: $6,300 USD **SAVE $1,000 on the entire program**

BEST PRACTICES BUNDLED RATES
› 2 issues: $2,400 each
› 3 issues: $2,300 each
› 4 issues: $2,200 each
› 5 issues: $2,100 each
› 6 issues: $2,000 each

CONTACT
La Shawn Fugate, Publisher
(859) 278-2223, ext. 104
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>PUBLISH DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2023</td>
<td>› Extended State of Industry Coverage</td>
<td>1/19</td>
<td>1/25</td>
<td>2/1</td>
</tr>
<tr>
<td>March/April 2023</td>
<td>› Best Use Cases Utilizing Text to Speech</td>
<td>2/15</td>
<td>2/22</td>
<td>3/1</td>
</tr>
<tr>
<td>May/June 2023</td>
<td>› Trending Use Cases</td>
<td>4/17</td>
<td>4/24</td>
<td>5/1</td>
</tr>
<tr>
<td>July/August 2023</td>
<td>› Top Trends in Analytic Interactions</td>
<td>6/20</td>
<td>6/26</td>
<td>7/3</td>
</tr>
<tr>
<td>September/October 2023</td>
<td>› Awards Announcements</td>
<td>8/21</td>
<td>8/25</td>
<td>9/1</td>
</tr>
<tr>
<td>November/December 2023</td>
<td>› Best Practices When Creating and Choosing Virtual Assistants</td>
<td>10/19</td>
<td>10/25</td>
<td>11/1</td>
</tr>
</tbody>
</table>

UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 7, 2023</td>
<td>Trends in Conversational AI for 2023</td>
</tr>
<tr>
<td>April 4, 2023</td>
<td>Speech and Interaction Analytics</td>
</tr>
<tr>
<td>June 6, 2023</td>
<td>Voice and Chatbot Experiences</td>
</tr>
<tr>
<td>August 22, 2023</td>
<td>How Speech Technologies Are Changing the Customer Experience</td>
</tr>
<tr>
<td>October 24, 2023</td>
<td>Megatrends in the Voice Security Arena</td>
</tr>
</tbody>
</table>

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

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.
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. Add camera on format for an additional fee.
› 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.

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
› Three (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

Benefits

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

Examples of Past Attending Companies

› Boise State University
› Citigroup
› Home Depot
› Huawei
› Marriott
› Panasonic
› ProCat International
› TD Insurance
› USAA
› Virginia Department of Labor
› Verizon
› Wells Fargo

Standard Solo Rate | $12,000

Standard Roundtable Rate | $4,500

Discounted Package Rates are available
# Editorial Calendar for 2023

## Issue Date | Space Close | Publish Date | Feature Stories | Best Practices Series | Sponsorship and Lead Generation Programs | Webinar Opportunity
--- | --- | --- | --- | --- | --- | ---
January/February 2023 | 1/19 | 2/1 | ✔️ State of the Industry Report—A comprehensive look at recent advances in the technologies (Speech Engines; Speech Developer Platforms; Speech Analytics; Virtual Assistants; Assistive Technologies; Voice Biometrics, and Conversational Artificial Intelligence) that make up the speech industry and what the users of speech technology can expect from vendors in the coming year. | ➡️ Best Practices Series - Advertising Supplement | ➡️ Trends in Conversational AI for 2023 (February 7) | 

March/April 2023 | 2/15 | 3/1 | ✔️ Has Speech Finally Crossed the Uncanny Valley?—Have users overcome their fear of speech systems that sound too realistic? ✔️ Voice Model Training—Simple steps to create your own custom text-to-speech voice and speech recognition interface. | ➡️ Best Use Cases Utilizing Text to Speech | ➡️ Speech and Interaction Analytics (April 4) | 

May/June 2023 | 4/17 | 5/1 | ✔️ 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 the leading vendors are customizing solutions to meet those needs. | ➡️ Annual Reference Guide—Focusing on Vertical Market Solutions | ➡️ Voice and Chatbot Experiences (June 6) | 

July/August 2023 | 6/20 | 7/3 | ✔️ The Connection Between Speech Analytics Systems and Coaching/Training Programs—How one can be used to inform the other. ✔️ Applying Speech Analytics to Chatbot Interactions | ➡️ Top Trends in Analytic Interactions | ➡️ How Speech Technologies Are Changing the Customer Experience (August 22) | 

September/October 2023 | 8/21 | 9/1 | ✔️ The Speech Industry Awards | ➡️ Awards Announcements | ➡️ Megatrends in the Voice Security Arena (October 24) | 


---

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

---

**In Every Issue:**
- Features: In-depth articles cover the latest speech and AI strategy trends and technologies.
- 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.

---

**Social Media:**
- 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. Generally speaking, the addition of one qualifying question during the registration process will be approximately $60 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 2023 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 Ad Manager 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
- Politeely 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.

### Standard Creative Units

<table>
<thead>
<tr>
<th>Creative Unit</th>
<th>Max File Size</th>
<th>Banner Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>150K</td>
<td>leaderboards (1 location, top of page)</td>
</tr>
<tr>
<td>300x250</td>
<td>150K</td>
<td>3 positions located on the right column top, middle and bottom of page</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: September/October 2023

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.
### 2023 RATE CARD (NET): Display Rates

<table>
<thead>
<tr>
<th>Display Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
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<tbody>
<tr>
<td>Cover 2</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
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<tr>
<td>Cover 3</td>
<td>$2,000</td>
<td>$1,750</td>
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<tr>
<td>Cover 4</td>
<td>$2,100</td>
<td>$1,900</td>
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</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>
</tr>
</thead>
<tbody>
<tr>
<td>Full page 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 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 17&quot;w x 5&quot;h</td>
<td>17.25&quot;w x 5&quot;h</td>
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<tr>
<td>2/3-page 4.5&quot;w x 10&quot;h</td>
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<tr>
<td>1/2-page 7&quot;w x 5&quot;h</td>
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</tr>
<tr>
<td>1/3-page 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

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.

### 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>1/25</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>4/17</td>
<td>4/24</td>
<td>5/1</td>
</tr>
<tr>
<td>July/August</td>
<td>6/20</td>
<td>6/26</td>
<td>7/3</td>
</tr>
<tr>
<td>September/October</td>
<td>8/21</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>
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
As 2023 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 and May/June issues 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.

Published in Speech Technology magazine—over 10,000 viewers and opt-in subscribers
Marketed in all 52 eWeekly newsletters
Appears in the January/February and May/June issues 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.

**RATES**

**TIER 1** – Online and Jan/Feb and May/June 2023 PDF issues 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.
- **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 and May/June 2023 PDF issues of Speech Technology magazine (Includes 3-month lead-gen program) — **$2,800**

- **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 and May/June PDF issues 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 in 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
SPEECH TECHNOLOGY INDUSTRY RESEARCH

Unisphere Research, the market research arm of Speech Technology magazine, conducts proprietary and “for-publication” research for IT vendors in the marketplace by leveraging its core subscriber base and user groups with whom it partners. It has completed more than 100 studies during the last 10-plus 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
SPEECH TECHNOLOGY DRILL DOWN VIDEOS

Full Article and Video Package $3,000

› Video interview with Speech Technology magazine staff (10 minutes in length)

› Full-page article on SpeechTechMag.com (includes 600 words of your interview, 100-word speaker bio, high-resolution headshot, URL and email address)

› Dedicated email blast to more than 5,000 opt-in subscribers promoting your video with a dedicated HTML

› Graphic advertisement (468x60), including 50 words plus URL, in a weekly edition of the Speech Technology eWeekly email newsletter promoting your video

For additional information or answers to specific questions, contact:
La Shawn Fugate
Publisher, Speech Technology magazine
(859) 278-2223, ext. 104
lashawn@infotoday.com