Take advantage of the following programs:

› Online Directory
› 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.

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 11,000 international 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 bimonthly 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
April 27–29, 2020
- 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.
- Co-located with a host of conferences covering the CRM, Smart Customer Service, and Digital Experience industries

RESERVE YOUR SPACE TODAY!

LaShawn 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?

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Level</td>
<td>22%</td>
</tr>
<tr>
<td>Vice President</td>
<td>12%</td>
</tr>
<tr>
<td>Director</td>
<td>18%</td>
</tr>
<tr>
<td>Manager</td>
<td>24%</td>
</tr>
<tr>
<td>Staff</td>
<td>12%</td>
</tr>
<tr>
<td>Technical</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate/General Management</td>
<td>22%</td>
</tr>
<tr>
<td>Customer Experience</td>
<td>20%</td>
</tr>
<tr>
<td>Digital Experience</td>
<td>6%</td>
</tr>
<tr>
<td>Sales</td>
<td>3%</td>
</tr>
<tr>
<td>Marketing</td>
<td>13%</td>
</tr>
<tr>
<td>Technical/IT/Web/Developer</td>
<td>26%</td>
</tr>
<tr>
<td>Integrator/Consultant</td>
<td>10%</td>
</tr>
</tbody>
</table>

TOP FIVE COUNTRIES VISITING SPEECHTECHMAG.COM
- U.S.
- India
- U.K.
- Germany
- Canada

The global voice-directed warehousing solutions market report projects that there is over $1 billion incremental opportunity for voice-directed warehousing solutions through 2026.

Global speech and voice recognition is expected to reach $6,770.21 million by 2025 from $1,095 million in 2017, at a CAGR of 25.7% in the forecast period 2018–2025 according to Data Bridge Market Research.

73% of those taking the 2019 Reader Survey read the publication for Industry Trends and News followed by Use Cases, Diversity of Viewpoints, Research Tool, and Technical “How-To’s.”

Deloitte predicts that although cognitive technologies have a broad range of applications, the industry sector most affected initially will be the software sector, with 95% of enterprise software companies projected to adopt these technologies by 2020.

Source: Speech Technology 2019 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 11,000 executives and professionals online and in print. They are forward-thinking industry leaders who are continually looking for ways to leverage this technology for their businesses. 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

The number of voice-first devices in the U.S. is more than 33 million based on a new study by VoiceLabs.

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
Google
HP
Hyatt Hotels & Resorts
IBM
JP Morgan
Kindred Healthcare
LexisNexis
LG Electronics
Mayo Clinic
Motorola
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
Verizon
Visa
Wells Fargo
Xerox

The number of voice-first devices in the U.S. is more than 33 million based on a new study by VoiceLabs.
**Data Points**

- **Circulation:** 11,000 Qualified Readers

- **Who reads *Speech Technology* magazine?**
  - 99% consider *Speech Technology* magazine and SpeechTechMag.com important sources of information they can't find anywhere else.
  - 89% consider themselves to be advocates for speech technology in their organizations.
  - 88% consider *Speech Technology* magazine and SpeechTechMag.com their favorite sources of speech-related information.
  - 97% say reading *Speech Technology* magazine helps them professionally.
  - On average, pass along readership is 1.5 readers per issue.

- **What type of purchasing influence do our readers have?**
  - Business decision maker or influencer: 20%
  - Technical decision maker or influencer: 24%
  - Both: 44%

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

- **Number of Employees in Readers’ Companies**
  - 13% have more than 20,000 employees.
  - 31% have more than 1,000.
  - The average number of employees is 9,202.

- **Revenue of Readers’ Companies**
  - 12% — $5 billion+
  - 29% — $1 billion – $4.99 billion
  - The average company revenue is $1.5 billion+

- **27%** of the people taking this survey have at least one other person reading the publication in addition to themselves.

- **78%** of our subscribers read almost every issue.

- **DID YOU KNOW?**
  - 85% of customer interactions will be handled without a human agent by this coming year.
DATA POINTS

Where are our readers deploying speech technologies within their organizations?

- Contact Center: 48%
- Productivity Processes: 39%
- Security Applications: 20%
- Warehouse: 11%

Budgets for Speech-Related Products and Services

- More than $500,000: 29%
- More than $100,000: 49%

Average budget forecasted for 2020 for speech-related products is more than $256,000.

Where are companies primarily allocating budget in the next 12 months?

- New Installations: 42%
- Upgrades/modifications to legacy systems: 58%

Hot Topics/Reader Interest

- Analytics: 45%
- AI: 77%
- Chatbots: 42%
- Customer Interaction Technologies: 35%
- Customer Self Service: 42%
- Developer Tools and API’s: 29%
- Intelligent Agents: 31%
- IoT: 23%
- IVR/Visual IVR: 43%
- Mobile Solutions: 23%
- Natural Language/Machine Learning/Cognitive Learning: 62%
- Omnichannel Technology: 28%
- Robotic Process Automation: 17%
- Smart Devices: 25%
- Speaker Identification and Authentication: 46%
- Speaker Verification and Biometrics: 42%
- Speech Recognition: 71%
- Speech to Text: 65%
- Text to Speech: 49%
- Translation/Globalization/Localization: 18%
- Usability Testing: 18%
- User Experience Design: 37%
- Virtual Assistants: 34%
- Voice Control: 42%
- Voice Search: 28%
- Workforce Optimization Solutions: 17%

The average increase forecasted for speech-related budgets in 2020 is 9% more than 2019 levels.

66% of readers have an in-house contact center or outsource their contact center.

Average 2020 contact center budget: $178,000+

Source: Speech Technology 2019 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: 10,000+  FREQUENCY: Every Wednesday

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

SPONSOR ADVERTISING SPECIFICATIONS:
- Description of 75 words (or less) of text.
- One URL linking back to your site.
- A banner ad in JPEG, GIF, or PNG file format. Banners ads must be smaller than 50k.
- A 468 X 60 graphic banner is featured on the SpeechTechMag.com website for the same week, giving you added exposure and impressions.
- Sponsorship is archived by issue date on SpeechTechMag.com (all sponsor links remain active).
- Use eWeekly sponsorships for your product announcements, webinar promotions, and white paper/case study promotions.

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

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: 8,000+  FREQUENCY: Weekly

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

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

PROMOTE THE FOLLOWING:
- White Papers
- Case Studies
- Product Launches
- Webinars
- Surveys

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

RATES
- $7,000

Content may be changed online up to two times per month.
IMPACT THE AUDIENCE
Your sponsored white papers, case studies, or positioning papers 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.
› 76% of the people taking the 2019 reader survey use white papers and case studies when doing research prior to purchasing services and solutions.

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 Roundtable 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 11,000 print and online readers
› Dedicated email blasts for promotions
› Bonus distribution for Winter issue
› 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
(Rates Include Online and Print Promotions)

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>1 page of up to 750 words in 1 printed issue with an 85-lead guarantee</td>
<td>$3,500</td>
</tr>
<tr>
<td>Silver</td>
<td>1 page of up to 750 words in 1 printed issue with a 150-lead guarantee</td>
<td>$6,500</td>
</tr>
</tbody>
</table>
CUSTOM VIDEO CREATION SERVICES

VIDEO SEGMENTS
› 15-minute video—$2,000
› 30-minute video—$3,000

PROGRAM INCLUDES:
› Recording the script provided by the sponsor with a persona—limit of 2 revisions
› Syncing voice with the slides; promotions including posting to website and including in the eWeekly newsletter for a month—4 newsletters

CONTACT
La Shawn Fugate
Publisher/Advertising Sales
(859) 278-2223, ext. 104
lashawn@infotoday.com
### 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><strong>Winter 2020</strong></td>
<td>Best Practices in Improving Contact Centers With AI&lt;br&gt;Top Trends in Speech Technology for 2020&lt;br&gt;Speech Use Cases in VR/AR</td>
<td>12/13</td>
<td>1/2</td>
<td>1/29</td>
</tr>
</tbody>
</table>

### UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

- **March 10**  The Future of Speech Technology: An Executive Briefing
- **June 16**  Customer Service and Conversational AI in the “Always-On” Era
- **September 22**  Merging Voice With Visual Displays
- **December 8**  AI and the Power of Speech Analytics

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.*)

**FOUR 12-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 275-LEAD GUARANTEE.*)**

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

Reserve Your Space Today! LaShawn Fugate • Publisher • (859) 278-2223, ext. 104 • Email: lashawn@infotoday.com
WEB EVENT FORMATS—SOLO & ROUNDTABLE

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

What Are Speech Technology Magazine Web Events?
› 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, 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 an important and 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.
› Presentations are lively, interactive discussions followed by an audience Q&A.

What You Get
› 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.

Benefits
› Generate leads
› Nurture current leads
› Interact with current customers
› Thought leadership support
› Brand awareness
› Ecosystem support and promotion

Deliverables
Our aggressive online campaign includes the following:
› HTML email invitation to more than 11,000 international viewers and subscribers
› Banner advertising on SpeechTechMag.com
› 3 pre-promotions in Speech Technology magazine’s eWeekly newsletter, distributed to more than 11,000 international 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
› Desktop sharing and video clips
› Postevent thank you email with links to archive for both attendees and nonattending registrants
› Optional postevent survey of registration list
› 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
› AT&T
› Blue Shield of California
› CareFirst
› Cigna
› Dell Computers
› DTE Energy
› Fidelity Investments
› Humana
› MassMutual
› MetLife
› Pfizer
› Scotia Bank
› Time Warner Cable
› University of Chicago
› USAA
› Verizon
› Walgreens
› Wells Fargo
› Xerox

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

Discounted Package Rates are available
# Editorial Calendar for 2020

<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</th>
<th>WEBINAR ROUNDTABLE OPPORTUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WINTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Feb/Mar/Apr)</td>
<td></td>
<td>1/29</td>
<td>Call Center</td>
<td>State of the Industry—an update on the latest advances in:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorial</td>
<td></td>
<td></td>
<td>• Speech engines (text to speech/speech recognition/IVR)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact Date: 11/11</td>
<td></td>
<td></td>
<td>• Speech developer platforms • Speech analytics</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Space Close: 12/13</td>
<td></td>
<td></td>
<td>• Virtual assistants • Assistive technologies • Voice biometrics</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPRING</strong></td>
<td></td>
<td>4/29</td>
<td>Consumer Electronics</td>
<td>Bias in AI Systems: Causes and Solutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(May/June/July)</td>
<td></td>
<td></td>
<td></td>
<td>• RPA and Customer Interactions</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorial</td>
<td></td>
<td></td>
<td>Voice-Based Shopping: Everything Retailers Need to Know</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact Date: 2/13</td>
<td></td>
<td></td>
<td>• SpeechTech People’s Choice Awards</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Space Close: 3/13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUMMER</strong></td>
<td></td>
<td>7/29</td>
<td>Assistive Technology</td>
<td>Can You Sue a Robot?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Aug/Sept/Oct)</td>
<td></td>
<td></td>
<td></td>
<td>• IVAs in the Office: Changing the Way We Do Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorial</td>
<td></td>
<td></td>
<td>• Lost in Translation: Perfecting Multilingual Speech Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact Date: 5/12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Space Close: 6/12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FALL</strong></td>
<td></td>
<td>10/29</td>
<td>Financial Services</td>
<td>AI in the Classroom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Nov/Dec/Jan)</td>
<td></td>
<td></td>
<td></td>
<td>• Voice Search in the Enterprise</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorial</td>
<td></td>
<td></td>
<td>• The Regulatory Landscape for Data-Driven Voice Solutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact Date: 8/14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Space Close: 9/18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SpeechTEK Conference:** April 27–29, 2020, in Washington, D.C.

**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 Theresa Cramer.
- **Columns**: Industry experts advise readers on everything from VUI design to evaluating technologies and practices.

**EDITORIAL CONTACTS:**

**Editor**
Theresa Cramer
theresa.cramer@infotoday.com
- **Focus**: Editorials, 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 8/27/2019
ONLINE COST PER LEAD 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 2020 ANNUAL REFERENCE GUIDE FOR 1 YEAR

$1,200
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 creative to:
- LaShawn 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>
PEOPLE’S CHOICE AWARDS

AWARDS ISSUE: Spring 2020

Speech Technology magazine’s People’s Choice Awards

Don’t miss the chance to get in front of thousands of end users, industry insiders, analysts, and other experts. Submit your company for consideration and let our readers decide which speech technologies are the most useful and cutting edge in the industry.
**RATE CARD & ADVERTISING SPECS**

### 2020 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>

### 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>

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.

### 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>12/13/19</td>
<td>1/2/20</td>
<td>1/29/20</td>
</tr>
<tr>
<td>Spring</td>
<td>3/13/20</td>
<td>4/2/20</td>
<td>4/29/20</td>
</tr>
<tr>
<td>Summer</td>
<td>6/12/20</td>
<td>7/2/20</td>
<td>7/9/20</td>
</tr>
<tr>
<td>Fall</td>
<td>9/18/20</td>
<td>10/2/20</td>
<td>10/29/20</td>
</tr>
</tbody>
</table>

### DISPLAY ADVERTISER ONLINE AND LEAD GENERATION BONUS

All display advertisers will receive contact information from those subscribers who downloaded the issue PDF from SpeechTechMag.com.

### 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  
(609) 654-6266, ext. 130  
jcrawford@infotodaycom
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.

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.

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 production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com
609/654-6266, ext. 130

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 16.
Information Today, Inc. reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company’s exposure by reprinting your feature story, profile, new product release, and more.

Reprints are still the most economical and effective way to dazzle your customers with independent, objective evidence of your product’s or solution’s success.

Order reprints of favorable reviews, case studies, or in-depth background pieces from this publication.

Article reprints are available for all Information Today, Inc. publications.

PDF Files

› $550 for any article less than 2 pages in length.
   Minor design adjustments included.

Contact

LaShawn Fugate • Publisher
Speech Technology magazine
(859) 278-2223 ext. 104
(859) 219-0175 Fax
lashawn@infotoday.com

If you are interested in hard copy reprints, please let us know!
2020 REFERENCE GUIDE

Kick off 2020 as part of our 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 print issue of Speech Technology magazine’s Winter edition and as part of the downloadable PDF for 90 days.
- 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 11,000 international Speech Technology magazine print and online 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, Digital Experience, and CRM Evolution conferences taking place April 27–29, 2020, in Washington, D.C.
- Included in the Winter 2020 issue.

2020 ANNUAL REFERENCE GUIDE
continued
Rates

TIER 1 – 1/4 Page Profile – Online and Print $1,200
- Online Profile for 1 year
- 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 print issue
- Does not include lead-gen campaign.

TIER 2 – 1/2 Page Profile – Online and Print $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 print issue
- 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 Print (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 print issue
- 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 and printed issue.
- Company listing in unlimited Topic Center categories for the Vertical Markets section
- Receive leads on standalone promotion of your paper and contact information on readers downloading the PDF issue until April 1, 2020.
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, as well as the member email databases of select database user groups with whom it partners. It has completed more than 100 studies during the last 10 years.

Why do an industry research project?
1. Thought Leadership
2. Credibility
3. Branding
4. “Must-Have” Content
5. Lead Acquisition

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
$15,000

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 2020

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, exhibitors 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 exhibitors 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 international 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!

Participate as a speaker at SpeechTEK 2020, April 27–29
Co-located with CRM Evolution, Digital Experience, and Smart Customer Service

If you’ve got a speech story to tell, our attendees want to hear it. We invite you to share your experience and ideas on speech-enabled solutions in the public and private sectors and from organizations that design, develop, and deploy speech solutions. Call for Speakers deadline is October 11, 2019.

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

Bob Fernekees
Group Publisher, Speech Technology Magazine
(212) 251-0608, ext. 106
bfernekees@infotoday.com

ATTENDEES BY DEPARTMENT*

21% Corporate/General Management
21% Sales/Marketing
21% IT/Web/Technical Developer
18% Customer Service
14% Other
6% Consultant/Integrator

ATTENDEES BY JOB TITLE*

21% C-Level
8% Vice President
19% Director
26% Manager/Supervisor
10% Staff
11% Technical
6% Other

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.

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