

ONLINE AUDIENCE

SPEECH TECHNOLOGY MEDIA'S audience

➤ WHO VISITS SPEECHTECHMAG.COM?

- › Top-level executives and IT managers from Fortune 1000 enterprises
- › Business decision makers
- › Technology decision makers
- › Hosting companies
- › Call center service providers
- › Executive search companies
- › Software and hardware companies
- › Voice prompt companies
- › Managed service providers
- › Professional services/consulting
- › VUI designers
- › Developers
- › Mobile solution providers
- › Biometric solution providers
- › Testing providers

Reserve Your Space Today!

Adrienne Snyder
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ONLINE STATS

- › More than 20,000 page views monthly
- › Average budget is \$562,000
- › Average revenue of companies is \$410 million
- › More than 11,500 visits every month
- › Nearly 10,000 unique visitors monthly from 108 different countries
- › SPEECHTECHMAG.COM DEMOGRAPHICS

Job Level	
C Level	14%
Vice President	4%
Director	13%
Manager	25%
Technical	32%
Creative	12%



NEWSLETTER AND EMAIL PRODUCTS

➤ **E WEEKLY INDUSTRY NEWS**

eWeekly newsletter arrives each Wednesday with fresh and accurate news from across the industry and written by *Speech Technology* magazine editors. It's the only newsletter of its kind in the industry.

CIRCULATION: 20,500

FREQUENCY: Weekly

➤ **SPONSOR ADVERTISING SPECIFICATIONS:**

- 50-word text description and URL link in email body
- 468x60 pixels GIF web banner with URL link in email body
- Sponsorship is archived by issue date on **SpeechTechMag.com** (all sponsor links remain active)

Speech Technology's eWeekly sponsorships are sold on a first-to-book basis.

Reserve your **eWeekly** sponsorship schedule for the entire year.

Schedule your sponsorships around product launches and industry events.

➤ **DIGITAL SPEECH TECHNOLOGY MAGAZINE SPONSORSHIP RATES**

- Includes email blast invitation (logo, 50-words of text, and link)
- Digital magazine sponsorship opposite front cover
- See digital magazine sponsorship page for full details

➤ **SPONSORED CONTENT MAILINGS**

These HTML mailings are distributed each Tuesday featuring third-party offers.

CIRCULATION: 17,000

FREQUENCY: Weekly

➤ **SPONSOR ADVERTISING SPECIFICATIONS:**

- HTML coding, links, and images must be provided
- Sponsored content mailings are due 48 hours prior to mailing
- Any additional work, beyond standard specifications, by STM staff is subject to \$75/hour fee

Sponsored Content Mailings are sold on a first-to-book basis.

Reserve your **Sponsored Content Mailing** schedule for the entire year.

Use to promote live/archived webinars, product launches, white papers, case studies, or surveys.

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SPEECHTECHMAG.COM RATE CARD

➤ Ad Size	Location (ROS)	Cost
728x90	top position (Leader board)	\$65 CPM
336x280	inside articles & homepage	\$70 CPM
468x60	top position	\$40 CPM
120x600	right side position	\$65 CPM
Text Ads	inside articles	\$50 CPM
Sponsored Links	bottom of each page	\$500/month

➤ Digital Speech Technology Magazine Sponsorship Rates

COST: 1X \$900
 3X \$800
 6X \$700

➤ WHITE PAPER POSTINGS / WEBCAST POSTING DEMO CENTER / PODCASTING

1X \$750 3X \$500 6X \$400 * per month

➤ Speech Technology Best Practices Series (Online + Print)

COST: 1X \$3,000
 3X \$2,500

Speech Technology Roundtable Web Events \$5,000

➤ Speech Technology Magazine eWeekly Sponsorship(s)

1X \$1,000
 3X \$900
 6X \$800

➤ Sponsored Content Mailings

1X \$2,500
 3X \$2,250
 6X \$2,000

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SPEECHTECHMAG.COM

MATERIAL SPECS

➤ **SpeechTechMag.com** offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes Google Ad Manager 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.
- We accept the following creative units: GIF, GIF 89, rich media, HTML.
- Flash: Linking URL must be embedded in the .swf file.
- Must provide backup GIF banner for all flash banners

➤ **Testing**

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

➤ **Reporting**

Reports detailing campaign performance are available.

➤ **Submission Instructions**

Submit all creative to:
 Include live linking URL and ALT text.
 (ALT text may not exceed 25 characters including spaces.)

Eastern & Central

adrienne@infoday.com

Mountain & Pacific

dennis@infoday.com

➤ **Creative Limits**

SpeechTechMag.com recommends no more than three looping frames on animation GIFs.

➤ **Creative Modifications**

When necessary, SpeechTechMag.com may make the following modifications to the creative:

- change the name of the file
- add a redirect to our servers via the click-through URL so that our ad server can count clicks
- add a command to open a new browser window when user clicks
- add a 1x1 pixel to all HTML banners to allow our ad server to count impressions

➤ **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.

<i>Standard Creative Units</i>	<i>Max File Size</i>	<i>Banner Location</i>
728x90	39K	top (leader board)
336x280	39K	inside articles
468x60	39K	top
120x600	39K	right side
Text Ad	30–35 words plus linking URL	inside articles
Sponsored Links	69 characters	bottom of each page

DIGITAL SPEECH TECHNOLOGY SPONSORSHIP

➤ Digital Speech Technology magazine – THE PREMIER SPONSORSHIP OPPORTUNITY

Speech Technology magazine has an exclusive, unique, and powerful way for you to indelibly align your company with our magazine’s brand.

➤ Leverage Our Brand and Generate Leads

The exclusive sponsor of digital *Speech Technology* magazine will enjoy many tangible, lead-generating benefits. But, the real value of this partnership is the positive effect this sponsorship will have on elevating the perception of your company as a leader in the speech technology market space.

➤ Massive Market Exposure

Specifically, as the exclusive sponsor of digital *Speech Technology* magazine, your company will receive:

- **Exclusive Email Invitation** – Acknowledgment as the exclusive sponsor in an email invitation we will send to more than 10,000 of our magazine and newsletter subscribers promoting the issue.
- **Newsletter Exposure** – Digital *Speech Technology* magazine will be promoted in every issue of *Speech Technology* magazine’s *eWeekly* newsletter during the entire month of publication with a total distribution of approximately 80,000. The sponsor will be recognized with a clickable logo and 50 words under the “spinning icon.”
- **SpeechTechMag.com Exposure** – Promotion on run-of-site left-hand side tool bar of SpeechTechMag.com for the entire issue month with 10,000 unique visitors.

➤ **Digital Speech Technology Magazine Exposure** – Logo and 75-word description in the text box opposite the digital magazine cover within the browser window.

➤ **Digital Speech Technology Magazine Exposure** – A “sponsored by” button right on the tool bar of the digital magazine’s browser.

DIGITAL RATES

1X	\$900
3X	\$800
6X	\$700

Upgrade to Flash, streaming audio, or video for \$750.



DIGITAL MAGAZINE SPECS

➤ REACH ONLINE INTERNATIONAL READERS 24/7 WITH THE DIGITAL VERSION

- All issues are completely searchable.
- Issues can be downloaded and viewed anywhere.
- Viewers stay on average 9 minutes per visit.
- Bring your ad to life with animation, video, or audio.
- Engage the reader with interactive advertising.
- Sponsor and receive inclusion in our email invitation to download the digital version, inclusion of your logo in the digital issue toolbar, and recognition in the newsletter and on the homepage.

➤ YOUR DIGITAL VERSION AD SPACE IS INCLUDED WITH YOUR AD ORDER IN **SPEECH TECHNOLOGY MAGAZINE!**

Guidelines for NXTbook Interactive Elements (Flash, Audio, Video)

AUDIO:

1. Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
2. All .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

ANIMATION:

1. Please supply animation as Flash 8 or earlier files. We will need .swf AND .fla files supplied. Please note that we cannot use Flash 9 files.
2. We do not support animations created using SWISH.
3. Make sure there is no white space around the edge of the Flash animation.
4. Set the Flash file to a frame rate of 24 fps.
5. For animations that shouldn't loop, please ActionScript it as such.
6. Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and _root references, or global functions like setTimeinterval. This also means not to use play() but this.play().

7. Animations created for the intro page, opposite the cover, should be made at 475x625 pixels or dimensions that are proportional.
8. There should be no links in the animations we are given. We will create the links so they can be tracked.
9. There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
10. Images should be set to lossless compression instead of photo compression.
11. Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are OK to use.
11. Please do not use any preloading process in the animations.
12. Please do not use the Tween Lite engine in Flash 7 or Flash 8 animations.

VIDEO:

1. Please send video files as an .flv or .avi file. We also accept Windows Media Player, Real Video, or QuickTime formats.
2. When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
 - Uncompressed video
 - Sorenson Video 1, 2, and 3
 - Motion JPEG A and B
3. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:
 - Uncompressed audio
 - ALaw 2:1
 - ADPCM
4. When sending .avi files, avoid using the Intel Indeo video codec.

DELIVERY OF MATERIALS

Deliver to your account rep.

SPEECH TECHNOLOGY MAGAZINE SPONSORED SURVEY

➤ Sometimes you just need to know.

Are you on track? Need to get feedback on your product and services? Need to hone your R&D or marketing message with fresh, current, real data? Do you want to know what percentage of the market is buying from your specific competitors?

Speech Technology magazine's Sponsored Survey program is custom-designed to help you get the answers you need to move your business in the right direction, right now.

➤ Specifications

- We suggest the survey be anonymous to you, the sponsor, and be promoted as a *Speech Technology Magazine Survey*, to keep the responses as true as possible and get the best results, e.g., "The *Speech Technology Magazine* Call Center Survey."
- You as the sponsor provide the list of questions and answer choices. *Speech Technology* magazine can assist with your questionnaire and provide feedback to the positioning of the questions, if you wish. There is no additional charge for this consultation.
- We provide full reporting, including raw data in XLS format, and graphical representation in either PDF or PowerPoint format, including pie charts and bar charts, where applicable.
- We build all marketing messages, including banners and HTML emails, to your satisfaction.
- We can include a lead-generation component at no extra charge by simply adding the additional question, "Would you like to be contacted by the sponsor of this survey, a leading industry vendor?" For those who answer "Yes," we can provide to you 100% of the contact info collected. For those who answer "No," we'll provide company and title information only.
- We market the survey online for a full 2-week period.

➤ Promotion

- Your Survey Package includes \$7,000 worth of online marketing.
- Two Sponsored Content Mailings (\$2,500 X 2 = \$5,000) one at launch, one a day before the close "last chance."
- Two weeks (two newsletter inclusions) (\$1,000 X 2 = \$2,000).

➤ Rate

Package Price **\$6,000**

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WEB EVENTS

➤ What are *Speech Technology Magazine* Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

➤ What You Get

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with multiple marketing touch points.
- › Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- › Brand Leverage – Use the strength of our Speech Technology brand. Moderated by *Speech Technology* magazine editor David Myron and marketed under the Speech Technology brand.
- › A managed process – We take care of all of the details: marketing, registration, technology, follow-up.
- › Web Events – Information Today, Inc. has been producing streaming Web Events since 1998. *Speech Technology* magazine has produced Web Events for clients such as Nuance, Convergys, NICE, BBN Technologies, SpeechCycle, and Angel, to name a few.

➤ We Take Care of All the Details

Speech Technology magazine will produce, market, and broadcast your 1-hour audio Web Event.

**HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP
POSITION-LEVERAGED BRAND EQUITY • COMPLETE MARKETING
PROGRAM • MULTIPLE TOUCH POINTS**

➤ Action List

- Our aggressive online and print advertising campaign includes the following:
- › HTML email invitation to our 20,000-name database of your best customers and prospects
 - › Banner advertising on SpeechTechMag.com
 - › 3 pre-promotions in *Speech Technology* magazine's *eWeekly* newsletter with a 21,000 circulation
 - › 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
 - › Confirmation emails with Outlook iCalendar reminder
 - › Reminder email with registration information
 - › Post-event thank you email with links to archive for both attendees and nonattending registrants
 - › Optional post-event survey of registration list
 - › Access to all registrations, including post-event registration for the archived version
 - › Sponsored webcast archived on SpeechTechMag.com