

**Speech**  
TECHNOLOGY

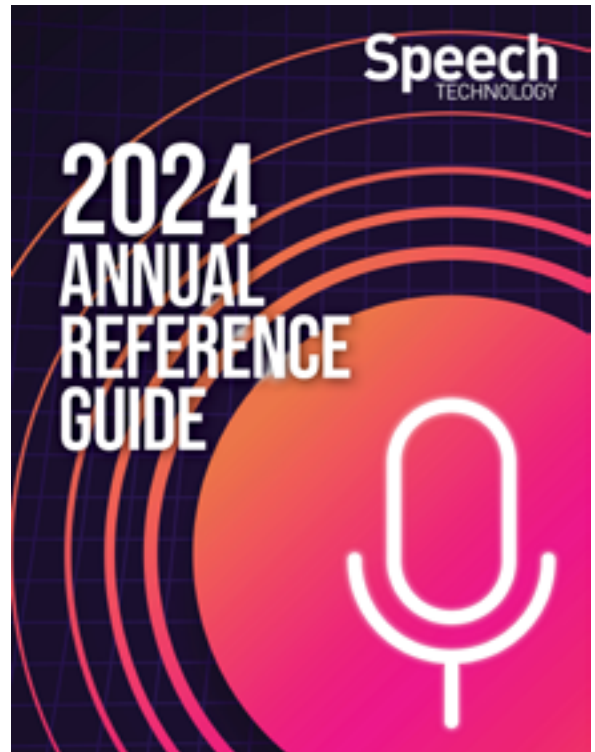
**2024  
ANNUAL  
REFERENCE  
GUIDE**





*Speech Technology* magazine's

# 2024 ANNUAL REFERENCE GUIDE



As 2024 is fast approaching, so is the amount of new technologies that will change the world as we know it. The only way to keep on top of that change is through research on the trends that will be rippling across many of the industries that impact our daily lives.

To help us do that, *Speech Technology* magazine will highlight new and emerging technologies that can help our readers navigate the choppy seas ahead. Educate them on services and solutions that can help them secure the efficiencies and ROI needed to stay afloat in today's economy. Reach them however they choose to consume information, whether in print or online, throughout the year. Take a look at how you can accomplish that as a sponsor of the 2024 Annual Reference Guide!

**—The *Speech Technology* Magazine Team**

Speech Technology magazine's

# 2024 ANNUAL REFERENCE GUIDE

Circulation: 10,000+ readers  
including online and downloadable PDF

The Annual Reference Guide  
covers trends and opportunities  
related to speech technology  
solutions and services across various  
technologies and industry.

## HERE'S WHAT YOU'LL FIND:

### "STATE OF" ARTICLES ...

A look at the major developments and trends in seven important industry sectors:

- Intelligent Virtual Assistants
- Assistive Technologies
- Interaction Analytics
- Intelligent Conversational AI
- Voice Biometrics
- Speech Developer Platforms
- Speech Engines (Text-to-Speech, Speech Recognition/IVR)

### ANNUAL REFERENCE GUIDE PROFILES ...

Highlight your company, products, or services with a Solutions Directory profile in the *Annual Reference Guide*. Industry Directory profiles are positioned alphabetically, and your company can index its solutions in 24 topic centers and/or 13 industry solution segments that are promoted in two issues during the year!

<b>AD SPACE DEADLINE</b>	<i>January 19, 2024</i>
<b>CONTENT DUE</b>	<i>January 25, 2024</i>
<b>PUBLISH DATE</b>	<i>February 1, 2024</i>

Contact:

**LaShawn Fugate**

Publisher,  
Speech Technology magazine

859-278-2223 x104

lashawn@infoday.com

# 2024 ANNUAL REFERENCE GUIDE



## TIER 1 – 1/2 PAGE PROFILE – Online and Downloadable PDF

### BENEFITS INCLUDE:

- **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

Total Cost: **\$1,350**



### Company Name

Address  
Address  
000-000-0000  
email@email.com  
www.website.com

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# 2024 ANNUAL REFERENCE GUIDE



## TIER 2 – FULL PAGE WHITE PAPER/CASE STUDY SUMMARY – Online and Downloadable PDF

### BENEFITS INCLUDE:

- **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 PDF version
- **750-word White Paper Summary** including logo, graphic (product or screen shot), company name, address, phone, fax, email, and website. The location of this full page content will fall just after one of the State of Industry articles of your choice. (NOTE: Full page white paper/case study will only appear in the Jan/Feb issue.)
- Company listing in unlimited Topic Center categories and Industry Solution selections including the Jan/Feb and May/June issues
- Receive leads on standalone promotion of your paper until April 1, 2024.

Total Cost: **\$2,800**



### White Paper/ Case Study Headline Here



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## CHOOSE FROM THESE TOPIC CENTERS

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

## CHOOSE FROM THESE INDUSTRY SOLUTION CATEGORIES

- |                       |                                    |                                      |
|-----------------------|------------------------------------|--------------------------------------|
| Advertising           | Education                          | Manufacturing/Distribution/Warehouse |
| Assistive Technology  | Entertainment/Gaming/Toys/Robotics | Retail                               |
| Automotive/Telematics | Financial Services/Insurance       | Travel/Hospitality                   |
| Call Centers          | Government/Security                |                                      |
| Consumer Electronics  | Healthcare/Pharmaceutical          |                                      |



# 2024 ANNUAL REFERENCE GUIDE

# ADVERTISING ORDER FORM



## SPONSORSHIPS

OPTIONS	TOTAL
Tier 1	<b>\$1,350</b>
Tier 2	<b>\$2,800</b>
STATE OF ARTICLE ( <i>Tier 2 only</i> )	
Intelligent Virtual Assistants	
Assistive Technologies	
Interaction Analytics	
Intelligent Conversational AI	
Speech Developer Platforms	
Speech Engines (TTS, Speech Recognition/IVR)	
Voice Biometrics	

### AD MATERIAL SUBMISSION INSTRUCTIONS

Email LaShawn with the information:  
lashawn@infotoday.com

### ARTWORK SPECS

Logos must be supplied as EPS.  
ALL logos must be sent from a vector-based drawing program.  
Please convert all fonts to outlines and save image as an EPS file.  
If that is not possible, then logos must be sent as TIFF or JPEG files  
at least 300dpi with an output size of at least 5". NOTE: GIF files are  
not useable.

## COMPANY INFORMATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ URL \_\_\_\_\_

## PAYMENT INFORMATION

Payment Method	Credit Card	Check
Credit Card Type	American Express	Discover      MasterCard/Visa
Name of Card Holder _____	Credit Card Number _____	
Expiration Date _____	Signature _____	
Total Quantity of Ads Ordered _____	Total (NET) \$ _____	
Placement Details _____		

**TERMS AND CONDITIONS:** 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 most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher receives the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by *Speech Technology*. Advertiser, and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. 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.

## TO EXECUTE THIS CONTRACT

Please sign, date, and return this form by email to:  
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859-278-2223 x104 • lashawn@infotoday.com