

# Speech MEDIA TECHNOLOGY

A division of Information Today, Inc.

# 2025

## MEDIA KIT

Take advantage of the following programs:

- › Online Industry Profiles
- › Cost-Per-Lead Programs
  - › Web Events
- › Lead-Gen Best Practices Series
  - › Online Rates and Specs
  - › Research
- › Newsletter and Email Products

[WWW.SPEECHTECHMAG.COM](http://WWW.SPEECHTECHMAG.COM)



# ABOUT SPEECH TECHNOLOGY MEDIA

## ➤ EDITORIAL MISSION

Launched in 1995, 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.

## ➤ 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 online 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.

METICULOUS MARKET RESEARCH EXPECTS THE WORLDWIDE  
**CONVERSATIONAL ARTIFICIAL INTELLIGENCE MARKET TO REACH  
\$54.1 BILLION**  
BY 2031, GROWING AT A COMPOUND ANNUAL RATE OF **23.9%**.

# SPEECH TECHNOLOGY **AUDIENCE PROFILE**

## ➤ WHO IS OUR AUDIENCE?

### Level

C Level .....	<b>27%</b>
Vice President .....	<b>3%</b>
Director .....	<b>13%</b>
Manager .....	<b>22%</b>
Supervisor .....	<b>10%</b>
Staff.....	<b>9%</b>
Technical.....	<b>16%</b>

## ➤ PRIMARY JOB FOCUS

Customer Service/ Customer Experience.....	<b>18%</b>
Call Center .....	<b>8%</b>
IT/Technical .....	<b>39%</b>
Corporate/General Management ....	<b>29%</b>
Sales/Marketing.....	<b>6%</b>

## ➤ Average number of employees:

**5,700**

Source: *Speech Technology* latest Reader Survey

## ➤ COMPANY SIZE

### Revenue

\$1 billion-plus .....	<b>25%</b>
\$100 million to \$999 million.....	<b>15%</b>
Less than \$100 million .....	<b>60%</b>

## ➤ Average company size: **\$986 million**

## ➤ KNOWLEDGE AND EXPERIENCE

### WITH VOICE AND SPEECH TECHNOLOGIES

New to these technologies.....	<b>16%</b>
Enough knowledge and experience to do my job.....	<b>39%</b>
I consider myself knowledgeable.....	<b>32%</b>
I'm an expert .....	<b>13%</b>

## ➤ INDUSTRY

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

**100%** OF AI LEADERS RATE **GEN AI** AS **IMPORTANT TO THEIR ORGANIZATION'S BUSINESS STRATEGY** IN THE NEXT 12 MONTHS PER A RECENT POLL FROM FORRESTER.

## ORGANIZATIONAL INSIGHTS AND BUDGETS

### ➤ CUSTOMER TARGET

B2B.....	33%
B2C.....	12%
Both.....	55%

### ➤ PURCHASING ROLE

Decision Maker.....	33%
Influencer.....	49%
Other.....	18%

### ➤ EXPERIENCED AUDIENCE

*Number of years reading the publication/website:*



### ➤ ESTIMATED 2025 BUDGETS FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES

More than \$1 million.....	33%
\$500,000 to \$999,999.....	12%
\$100,000 to \$499,999.....	12%
Less than \$100,000.....	43%

### ➤ EXPECTED 2025 BUDGET CHANGES FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES

Increase.....	64%
Stay the same.....	35%
Decrease.....	1%

READERS FROM THE LATEST SURVEY FROM *SPEECH TECHNOLOGY* MAGAZINE SEE **GROWTH COMING FROM THE FOLLOWING AREAS** WITHIN THEIR ORGANIZATIONS:

- Speech being the expected user interface for the future
- Voice verification and deep fakes becoming more and more problematic as AI technology matures
- Help desk applications
- Using automation for customer service and sales engagements with customers



# 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:** 6,500 + Opt-in Subscribers **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

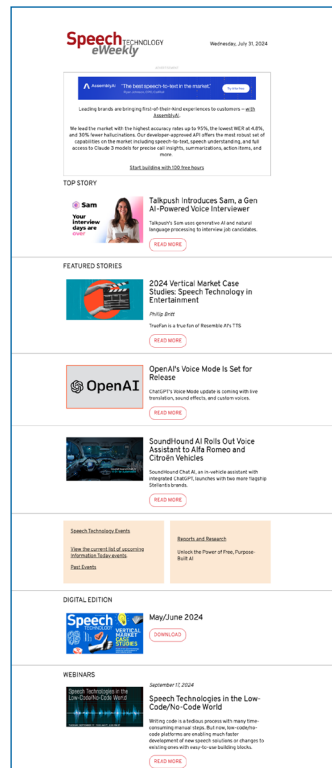
## SPONSOR ADVERTISING SPECIFICATIONS:

- › 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. Banner ads must be smaller than 50k.
- › Use eWeekly sponsorships for your product announcements, webinar promotions, and white paper/case study promotions.



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**La Shawn 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:** 4,300 **FREQUENCY:** Weekly

### RATES

1 blast	\$1,400
2 blasts: 1 each week for 2 weeks	\$2,500
4 blasts: 1 each week for 4 weeks	\$4,300

## 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

ACCORDING TO FORRESTER, **64%** OF ORGANIZATIONS ARE **USING GENERATIVE AI** TO ENHANCE CUSTOMER EXPERIENCES.

# BEST PRACTICES CONTENT SYNDICATION PROGRAM

## ➤ IMPACT THE AUDIENCE

Your sponsored content will be promoted online through a 3-month lead-generation campaign and will also appear in the PDF format of that particular issue. Extensive promotion via magazine, newsletters, website, and dedicated email blasts.



## ➤ GENERATE LEADS FOR YOUR SALES TEAMS

- › 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.

## ➤ THOUGHT LEADERSHIP OPPORTUNITY

As a sponsor, utilize this channel to clearly define corporate visions of critical issues and solutions.

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## ➤ 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

GARTNER PREDICTS THAT BY 2025, **80%** OF CUSTOMER SERVICE AND SUPPORT ORGANIZATIONS WILL BE APPLYING **GENERATIVE AI** TECHNOLOGY IN SOME FORM TO IMPROVE **AGENT PRODUCTIVITY AND CUSTOMER EXPERIENCE (CX).**

## COST PER LEAD (CPL) PROGRAM

➤ **Let *Speech Technology* magazine deliver qualified leads to help support your content syndication programs!**

➤ **Content marketing on [SpeechTechMag.com](https://www.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.

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**Email:** [lashawn@infotoday.com](mailto:lashawn@infotoday.com)

HERE ARE SOME OF THE ANSWERS FROM THE LATEST *SPEECH TECHNOLOGY* MAGAZINE READER SURVEY WHEN RESPONDENTS WERE ASKED **WHAT TYPE OF CONTENT** THEY LIKED MOST:

- Learning about new IVR and Call Center technologies
- Case Studies/Webinars/White Papers
- New Trends
- Vendors who introduce new or upgraded software and equipment
- AI
- Research

## 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  
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**Email:** [lashawn@infotoday.com](mailto:lashawn@infotoday.com)

# CONTENT SYNDICATION PROGRAMS AND ROUNDTABLE WEB EVENTS

## ➤ UPCOMING SCHEDULE OF BEST PRACTICES SERIES

ISSUE	BEST PRACTICES TOPIC	RESERVATIONS DUE	COPY DUE	PUBLISH DATE
<i>January/February 2025</i>	➤ AI Best Practices in 2025	1/21	1/27	2/3
<i>March/April 2025</i>	➤ Customer Experience Best Practices	2/18	2/24	3/3
<i>May/June 2025</i>	➤ Best Practices in Global Travel and Translation	4/18	4/24	5/1
<i>July/August 2025</i>	➤ Unlocking the Benefits of Voice Biometrics	6/18	6/24	7/1
<i>September/October 2025</i>		8/19	8/25	9/1
<i>November/December 2025</i>	➤ What's Next in VR/AR?	10/21	10/27	11/3



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## ➤ UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

<i>March 11, 2025</i>	Utilizing Avatar Platforms in Customer Service
<i>July 15, 2025</i>	Ethical Implications of Voice Generation
<i>October 14, 2025</i>	Driving Speech Technology Trends With AI

**Reserve a seat on one of our Roundtables:**  
**\$4,000** 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. 150 registered lead-guarantee by the live event.

**Prefer a standalone event on any topic?**  
**Don't want to share your leads?**  
**Pricing for customized events is \$12,000.**  
**(INCLUDES A 150-LEAD GUARANTEE.\*)**

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

# WEB EVENT FORMATS—SOLO & ROUNDTABLE

**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 camera on functionality or can be formatted in shorter increments for various programs. They can also be prerecorded for an additional fee.
- › Live polling, survey, live screen share demos for single sponsor events only, and Q&A sessions make compelling content.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions 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.

## ➤ Benefits

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

➤ <b>Standard Solo Rate</b>	\$12,000
➤ <b>Standard Roundtable Rate</b>	\$4,000

*Discounted Package Rates are available*

## ➤ 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 6,500 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 on-demand recording for both attendees and nonattending registrants
- › **Access to all registrations**, including postevent registration for the on-demand version, for a period of 90 days afterwards
- › **Sponsored webcast** hosted for on-demand viewing on SpeechTechMag.com for 1 year



## EDITORIAL CALENDAR FOR 2025

### SPONSORSHIP AND LEAD GENERATION PROGRAMS

ISSUE DATE	SPACE CLOSE	PUBLISH DATE	FEATURE STORIES	BEST PRACTICES SERIES ADVERTISING SUPPLEMENT	WEBINAR OPPORTUNITY
January/February 2025	1/21	2/3	<ul style="list-style-type: none"> <li>› Countering <b>Voice Deep Fakes</b> With <b>Technology</b></li> <li>› <b>AI</b> and <b>Automatic Audio Content Generation</b></li> <li>› <b>The Speech Technology Top 5</b></li> </ul>	› AI Best Practices in 2025	
March/April 2025	2/18	3/3	<ul style="list-style-type: none"> <li>› Advances in <b>Sentiment Analytics</b> With Voice</li> <li>› <b>Speech Avatars</b> and <b>Syncing the Lip and Face Movements</b> With the Audio</li> <li>› <b>The Speech Technology Top 5</b></li> </ul>	› Customer Experience Best Practices	› Utilizing Avatar Platforms in Customer Service ( <b>March 11, 2025</b> )
May/June 2025	4/18	5/1	<ul style="list-style-type: none"> <li>› The Latest Tools for <b>Real-Time Speech-to-Speech, Speech-to-Text, and Text-to-Speech Translation</b></li> <li>› <b>Hotels</b> and <b>In-Room Voice Interfaces</b></li> <li>› <b>The Speech Technology Top 5</b></li> </ul>	› Best Practices in Global Travel and Translation	
July/August 2025	6/18	7/1	<ul style="list-style-type: none"> <li>› Tips for <b>Ensuring the Accuracy of Voice Dictation</b> Solutions</li> <li>› Locked in With <b>Voice Biometrics</b>: Using Voice at <b>Physical Access Points</b></li> <li>› <b>The Speech Technology Top 5</b></li> </ul>	› Unlocking the Benefits of Voice Biometrics	› Ethical Implications of Voice Generation ( <b>July 15, 2025</b> )
September/October 2025	8/19	9/1	<ul style="list-style-type: none"> <li>› <b>The Speech Industry Awards</b></li> </ul>		› Driving Speech Technology Trends With AI ( <b>October 14, 2025</b> )
November/December 2025	10/21	11/3	<ul style="list-style-type: none"> <li>› <b>Voice of the Customer Analytics</b>: Tips for Pulling Insight From <b>Consumer Audio Feedback</b></li> <li>› <b>What Happened to the Metaverse?</b> Is the <b>virtual reality trend</b> still alive, or has the <b>hype</b> run out?</li> <li>› <b>The Speech Technology Top 5</b></li> </ul>	› What's Next in VR/AR?	

### ➤ 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.

### ➤ EDITORIAL CONTACTS:

**Editor: Len Klie**

lklie@infoday.com

Focus:

- Editorial Assignments
- Newsletter Creation
- Website Management

**Managing Editor: Chris Cronis**

ccronis@infoday.com

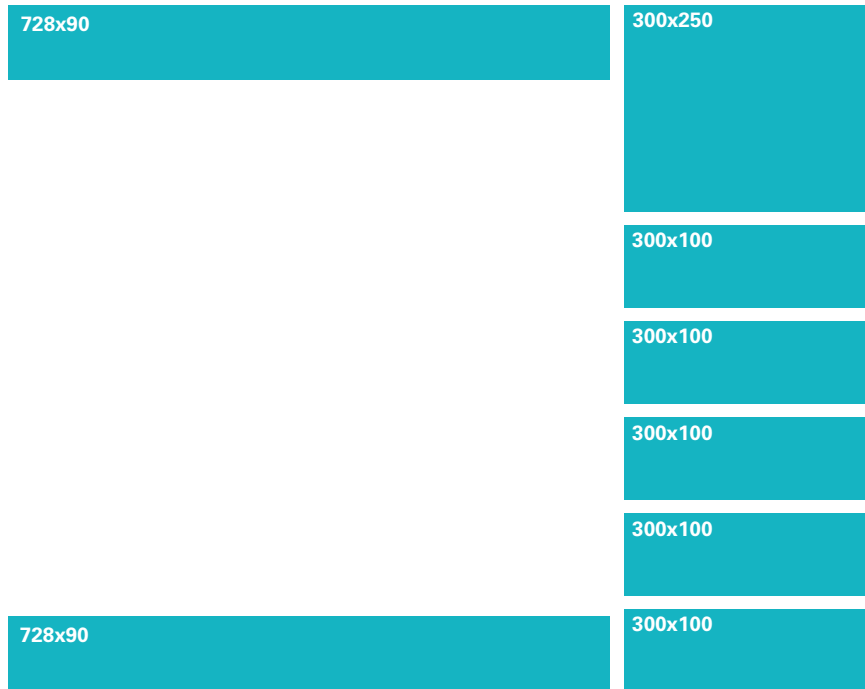
Focus:

- Editorial Production
- Copyediting

Facebook: [Speech Technology Magazine](#) | Twitter: [@SpeechTech](#) | LinkedIn: [Speech Technology](#)

# SPEECHTECHMAG.COM ONLINE RATE CARD

Ad Size	Banner Location	Cost Per Month
728x90	leaderboard (top of page)	\$400
728x90	leaderboard (bottom of page)	\$240
300x250	right column, top	\$600
300x100	right column (5 locations moving down the page)	\$200



## 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 PROFILE FOR 1 YEAR

**\$1,200**



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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 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@infoday.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.

Standard Creative Units	Max File Size	Banner Location
728x90	150K	leaderboards (1 location, top of page)
300x250	150K	3 positions located on the right column top, middle and bottom of page
300x100	150K	right column (5 locations moving down the page)

## RATE CARD & ADVERTISING SPECS

### 2025 RATE CARD (NET): Display Rates

	1X	3X	6X
Cover 2	\$2,100	\$1,900	\$1,700
Cover 3	\$2,000	\$1,750	\$1,500
Cover 4	\$2,100	\$1,900	\$1,700
Spread	\$3,300	\$2,950	\$2,600
1 page	\$1,900	\$1,650	\$1,400
1/2-spread	\$1,900	\$1,650	\$1,400
2/3-page	\$1,450	\$1,200	\$950
1/2-page	\$1,250	\$1,000	\$750
1/3-vertical	\$1,000	\$850	\$700

### AD SIZES

	Trim Size	Bleed Size
Full page	8.375"w x 10.875"h	8.75"w x 11.125"h
Spread	17"w x 10.875"h	17.25"w x 11.125"h
1/2-spread	17"w x 5"h	17.25"w x 5"h
2/3-page	4.5"w x 10"h	n/a
1/2-page	7"w x 5"h	n/a
1/3-page	2.25"w x 10"h	n/a

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

Issue	Space Reservation	Material Due	Publish Date
January/February	1/21	1/27	2/3
March/April	2/18	2/24	3/3
May/June	4/18	4/24	5/1
July/August	6/18	6/24	7/1
September/October	8/19	8/25	9/1
November/December	10/21	10/27	11/3

### 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.

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 Publisher  
 (859) 278-2223, ext. 104  
[lashawn@infotoday.com](mailto:lashawn@infotoday.com)

### For production questions contact:

**Jackie Crawford**  
 Ad Trafficking Coordinator  
[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)

# PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

## ➤ Ad production requirements — downloadable PDF.

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.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:

- › Using your web browser, log onto **<http://files.infotoday.com>**.
- › 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 proper sizing of your ad, please refer to the  
Rate Card & Advertising Specs on page 14.**

## For production questions contact:

**Jackie Crawford** • Ad Trafficking Coordinator  
[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)

## 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
7. Market Intelligence

### ➤ 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 4,000 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



#### › **Topics:**

1. Synthetic Speech Accuracy
2. Gaining Impact through CX and Speech Technologies
3. Speech through AI Innovation



#### **For additional information or answers to specific questions, contact:**

**La Shawn Fugate**

Publisher, *Speech Technology* magazine

(859) 278-2223, ext. 104

**lashawn@infoday.com**

## SPEECH TECHNOLOGY CUSTOM PODCASTS

Podcast **\$4,500**

- › 10-minute audio-only podcast
- › 50 leads from the promotion



**For additional information  
or answers to specific  
questions, contact:**

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**lashawn@infotoday.com**

