

Speech MEDIA TECHNOLOGY

A division of Information Today, Inc.

2024 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
- › Annual Reference Guide
- › Research
- › Newsletter and Email Products



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.

*Juniper Research predicts that by the end of 2024, **the number of voice assistants in the world** will have **overtaken the human population**—reaching a figure of **8.4 billion!***



I enjoy the info on new and existing technologies used in this space. Articles provide insight into what is coming and education on the current technology which I find useful in my work.



SPEECH TECHNOLOGY AUDIENCE PROFILE

➤ WHO IS OUR AUDIENCE?

Level

C Level	27%
Vice President	3%
Director	13%
Manager	22%
Supervisor	10%
Staff	9%
Technical	16%

➤ PRIMARY JOB FOCUS

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

➤ Average number of employees:

5,700

➤ COMPANY SIZE

Revenue

\$1 billion-plus	25%
\$100 million to \$999 million	15%
Less than \$100 million	60%

➤ Average company size:

\$986 million

➤ Average 2024 budget forecasted for speech- or voice-related products and services:

\$491,000

➤ KNOWLEDGE AND EXPERIENCE

WITH VOICE AND SPEECH TECHNOLOGIES

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

➤ INDUSTRY

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

Source: Speech Technology 2023 Reader Survey

ORGANIZATIONAL INSIGHTS AND BUDGETS

➤ KEY BUDGET METRICS

\$491,000

2024 AVERAGE FORECASTED BUDGET for
speech- or voice-related products and services

79%

of audience is involved in their company's
speech or voice budgets

➤ CUSTOMER TARGET

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

➤ PURCHASING ROLE

Decision Maker.....**33%**
Influencer.....**49%**

➤ EXPERIENCED AUDIENCE

Number of years reading the publication/website



➤ ESTIMATED 2024 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 2024 BUDGET CHANGES FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES

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

“ A ‘go-to’ for research
ideas, case studies and
a peek into the future. ”

➤ 2024 PRIORITIES

Conversational AI.....**64%**
Generative AI.....**49%**
Speech Recognition.....**49%**
Intelligent Virtual Assistants.....**40%**
Voice Biometrics.....**40%**
User Experience Design.....**35%**
Knowledgebase Solutions.....**35%**
Voice Search.....**27%**
Standards/KPIs/Metrics.....**25%**
Sentiment Analysis.....**24%**
Assistive Technology.....**24%**
Interaction Analytics.....**24%**
Workflow/Productivity/Business Processes.....**20%**
Automation/Low-Code/No-Code.....**18%**
Translation/Globalization/Localization.....**18%**
Tools and Hardware.....**13%**
Telematics.....**11%**
Edge Computing/Fog Computing.....**11%**

According to MarketsandMarkets, the
speech and voice recognition
market is anticipated to reach
\$28.1 billion by 2027, growing at a
CAGR of **24.4%** from 2022 to 2027.

ONLINE LEAD- AND DEMAND-GEN OPPORTUNITIES

EWEEKLY INDUSTRY NEWS

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

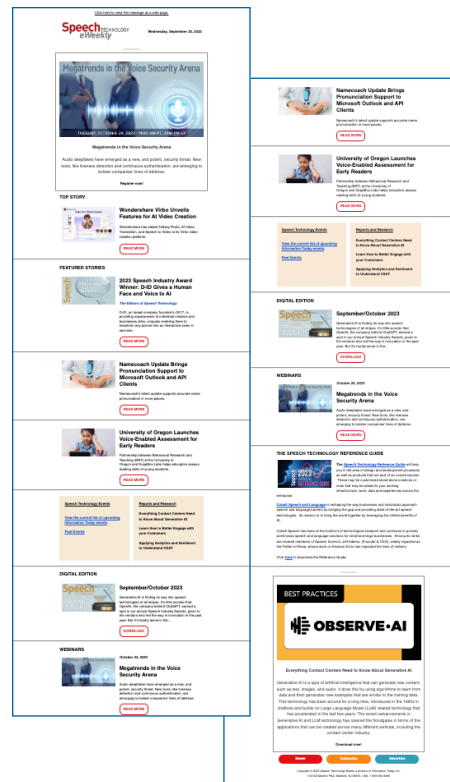
CIRCULATION: 7,000 + Opt-in Subscribers **FREQUENCY:** Every Wednesday

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.



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: 4,500+ **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



RESERVE YOUR SPACE TODAY!

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

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 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.



➤ 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
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Speech Technology magazine is a good source for unbiased information.



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.



Speech Technology articles highlight innovation with solid expertise while sharing real-world case examples that can help companies today.



*ReportLinker anticipates the global market for **voice and speech recognition technology** to grow to be **\$20.9 billion** by 2026.*

INDUSTRY VOICES

➤ TIER 1

- › One (1) Industry Voices article
- › Four (4) eWeekly newsletter sponsorships
- › Two (2) dedicated email blasts
- › **Total: \$2,800 USD**

SAVE \$500 on the entire program

➤ TIER 2

- › One (1) Industry Voices article
- › One (1) Best Practices placement
- › Four (4) eWeekly newsletter sponsorships
- › Two (2) dedicated email blasts
- › **Total: \$5,000 USD**

SAVE \$800 on the entire program

➤ TIER 3

- › One (1) Industry Voices article
- › One (1) Roundtable Webinar seat
- › Four (4) eWeekly newsletter sponsorships
- › Two (2) dedicated email blasts
- › **Total: \$6,300 USD**

SAVE \$1,000 on the entire program



BEST PRACTICES BUNDLED RATES

- › 2 issues: **\$2,400 each**
- › 3 issues: **\$2,300 each**
- › 4 issues: **\$2,200 each**
- › 5 issues: **\$2,100 each**
- › 6 issues: **\$2,000 each**



CONTACT

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

CONTENT SYNDICATION PROGRAMS AND ROUNDTABLE WEB EVENTS

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

ISSUE	BEST PRACTICES TOPIC	RESERVATIONS DUE	COPY DUE	PUBLISH DATE
January/February 2024	› Extended State of Industry Coverage	1/19	1/25	2/1
March/April 2024	› Standards in Voice Cloning › Best Practices in Voice Data Security	2/16	2/23	3/1
May/June 2024	› Trending Use Cases	4/18	4/24	5/1
July/August 2024	› Best Practices in Analytics › Utilizing Mobile Voice Assistants to Improve UX	6/18	6/24	7/1
September/October 2024	› Awards Announcements	8/23	8/29	9/6
November/December 2024	› Best Practices in Ambient Speech Processing	10/21	10/25	11/1



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UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

March 12, 2024	Conversational AI and Personalized Experiences
June 4, 2024	Next-Generation Chat Solutions With Generative AI You Can Trust
September 17, 2024	Speech Technologies in the Low-Code/No-Code World
December 3, 2024	Meeting the Rising Demand for Voice-Based Biometric Systems

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.

Prefer a standalone event on any topic?

Don't want to share your leads?

Pricing for customized events is \$12,000. (INCLUDES A 200-LEAD GUARANTEE.*)

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

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 streaming audio or can be formatted in shorter increments for various programs. They can also be prerecorded for an additional fee.
- › Live polling, survey, live screen share demos for single sponsor events only, and Q&A sessions make compelling content. Add camera on format for an additional fee.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions for organizational best practices and case studies.
- › Roundtable Format: Up to three sponsors discussing a timely topic with the event being 1 hour in length. All leads are shared among sponsors.
- › Platform to introduce sponsors' value proposition with the market.

➤ Benefits

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

➤	Standard Solo Rate	\$12,000
	Standard Roundtable Rate	\$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 7,000 subscribers each week
- › A reminder email to all registrants prior to the event
- › Phone call reminder to all registrants
- › Collaboration with other Information Today, Inc. media properties where applicable
- › Confirmation emails with Outlook iCalendar reminder
- › Postevent thank you email with links to archive for both attendees and nonattending registrants
- › Access to all registrations, including postevent registration for the archived version, for a period of 90 days afterwards
- › Sponsored webcast archived on SpeechTechMag.com for 1 year

EDITORIAL CALENDAR FOR 2024

				SPONSORSHIP AND LEAD GENERATION PROGRAMS	
ISSUE DATE	SPACE CLOSE	PUBLISH DATE	FEATURE STORIES	BEST PRACTICES SERIES ADVERTISING SUPPLEMENT	WEBINAR OPPORTUNITY
January/February 2024	1/19	2/1	<ul style="list-style-type: none"> › State of the Industry Report—A comprehensive look at recent advances in the technologies that make up the speech industry and what users of speech technology can expect from vendors in the coming year. 	<ul style="list-style-type: none"> › Annual Reference Guide—Focusing on Topic Centers (Speech Engines, Speech Developer Platforms, Interaction Analytics, Virtual Assistants, Assistive Technology, Voice Biometrics, Conversational AI) › Best Practices articles will mirror the State of the Industry 	
March/April 2024	2/16	3/1	<ul style="list-style-type: none"> › Ethical Considerations in Voice Cloning—How to protect your company and yourself from the rising use of synthetic voices for fraud. › Securing Voice Assistant Data—What can companies do to ensure that users feel safe talking to their voice assistants? 	<ul style="list-style-type: none"> › Standards in Voice Cloning › Best Practices in Voice Data Security 	<ul style="list-style-type: none"> › Conversational AI and Personalized Experiences (March 12, 2024)
May/June 2024	4/18	5/1	<ul style="list-style-type: none"> › Market Spotlights—A thorough examination of the major industry verticals that are using speech technologies today, with special attention on their unique needs and how leading vendors are customizing solutions to meet those needs. 	<ul style="list-style-type: none"> › Annual Reference Guide—Focusing on Vertical Market Solutions › Best Vertical Market Use Cases 	<ul style="list-style-type: none"> › Next-Gen Chat Solutions With Generative AI You Can Trust (June 4, 2024)
July/August 2024	6/18	7/1	<ul style="list-style-type: none"> › The Analytics Expansion—Analytics can't be limited to contact center phone conversations any more. › Voice Assistants in Mobile Apps—How to embed an AI assistant into your mobile app to improve the user experience. 	<ul style="list-style-type: none"> › Best Practices in Analytics › Utilizing Mobile Voice Assistants to Improve UX 	
September/October 2024	8/23	9/6	<ul style="list-style-type: none"> › The Speech Industry Awards 	<ul style="list-style-type: none"> › Awards Announcements 	<ul style="list-style-type: none"> › Speech Technologies in the Low-Code/No-Code World (September 17, 2024)
November/December 2024	10/21	11/1	<ul style="list-style-type: none"> › Quantum Computing's Impact on the Speech Technology Market—Before quantum computing can speed up voice processing, it needs to be integrated into speech applications. › Ambient Speech Processing—How to filter out background or unwanted noise to improve speech recognition accuracy. 	<ul style="list-style-type: none"> › Best Practices in Ambient Speech Processing 	<ul style="list-style-type: none"> › Meeting the Rising Demand for Voice-Based Biometric Systems (December 3, 2024)

➤ 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@infotoday.com
Focus:
 • Editorial 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](#)

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

728x90

300x250

300x100

300x100

300x100

300x100

728x90

300x100

ONLINE COST-PER-LEAD (CPL) PROGRAM

- Promote entire white papers and/or case studies online beginning at **\$50** per lead. This base rate does not include any filters. Generally speaking, the addition of one qualifying question during the registration process will be approximately \$60 per lead.
- Lead reports are generated each Friday.
- Promoted through homepage; featured in each issue of the *eWeekly* newsletter and through dedicated email blasts.

ONLINE-ONLY PROFILE IN THE 2024 ANNUAL REFERENCE GUIDE 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)

THE SPEECH INDUSTRY AWARDS

➤ **AWARDS ISSUE:** September/October 2024

➤ ***Speech Technology* magazine's
Speech Industry Awards**

- *Speech Technology* magazine's Speech Industry Awards recognize speech technology vendors that have contributed to industry growth during the past 12 months through innovative product or service launches; a heightened focus on speech technologies through alliances, mergers, and acquisitions; or an exceptional execution of existing products or services.



RATE CARD & ADVERTISING SPECS

2024 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	1/19	1/25	2/1
March/April	2/16	2/23	3/1
May/June	4/18	4/24	5/1
July/August	6/18	6/24	7/1
September/October	8/23	8/29	9/16
November/December	10/21	10/25	11/1

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.

RESERVE YOUR SPACE TODAY!

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Publisher
(859) 278-2223, ext. 104
lashawn@infotoday.com

For production questions contact:

Jackie Crawford
Ad Trafficking Coordinator
jcrawford@infotoday.com

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

➤ Ad production requirements — downloadable PDF.

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 15.**

For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

2024 ANNUAL REFERENCE GUIDE

➤ Online for One Year, PLUS January/February and May/June 2024 PDF issues

Reservations: 1/19 | Copy: 1/25 | Publish: 2/1

As 2024 begins to unfold, revealing new business cycles, consider being a part of *Speech Technology* magazine's Annual Reference Guide! This valuable resource appears in the January/February and May/June issues and online at www.speechtechmag.com/ReferenceGuide, giving you access to thousands of potential customers throughout the year. This particular issue also covers the major sectors of the industry, including Speech Engines, Speech Developer Platforms, Interaction Analytics, Intelligent Virtual Assistants, Voice Biometrics, Assistive Technologies, and Intelligent Conversational AI.

- Published in *Speech Technology* magazine—over 10,000 viewers and opt-in subscribers
- Marketed in all 52 eWeekly newsletters
- Appears in the January/February and May/June issues of *Speech Technology* magazine and SpeechTechMag.com
- Your listing is integrated throughout all content within SpeechTechMag.com.
- Act now and have your online status begin immediately.
- Any editorial content we've ever written about your company will automatically be pulled into your listing.

➤ RATES

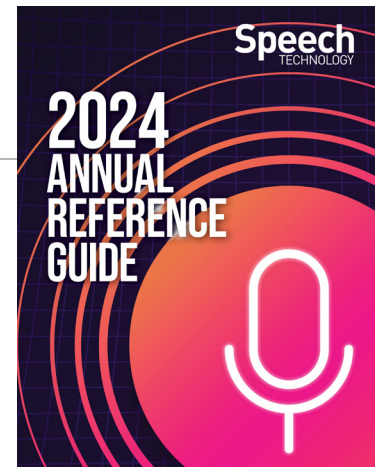
TIER 1 – Online and Jan/Feb and May/June 2024 PDF issues of *Speech Technology* magazine — \$1,350

- Online Profile for 1 year
- Links to your social media networks—Twitter, LinkedIn, Facebook
- Company statement, products, and services
- All editorial mentions of your company are automatically aggregated under your listing.
- Your logo is served automatically under any article mentioning your company.
- Choose unlimited Topic Centers, which will be included in the Jan/Feb issue, and unlimited Vertical Markets, appearing in the May/June issue.
- 1/2-Page Profile (logo, company name, address, phone, fax, email, website, and 150-word company description) in the Jan/Feb and May/June issues of *Speech Technology* magazine
- Does not include lead-gen campaign.

TIER 2 – Full-Page White Paper/Case Study Summary - Online and Jan/Feb and May/June 2024 PDF issues of *Speech Technology* magazine

(Includes 3-month lead-gen program) — \$2,800

- Online Profile for 1 year
- 1/2-Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in the Jan/Feb and May/June PDF issues of *Speech Technology* magazine
- 750-Word White Paper Summary including logo, graphic (product or screen shot), company name, address, phone, fax, email, and website. This full page will be located behind the "State of" article of your choice in the downloadable PDF.
- Company listing in unlimited Topic Center categories for the Vertical Markets section in the Jan/Feb and May/June issues



Choose from any of these topic centers:

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

SPEECH TECHNOLOGY INDUSTRY RESEARCH

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

➤ Why do an industry research project?

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La Shawn Fugate

Publisher/Advertising Sales

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

La Shawn Fugate

Publisher, *Speech Technology* magazine

(859) 278-2223, ext. 104

lashawn@infotoday.com

