



**GOING OUT OF
BUSINESS!**

Here Today. Gone Tomorrow.

Do your potential customers worry about YOU?

Buying tools and solutions is already a leap of faith. And the last thing a development manager wants is to be burned by having a software vendor go out of business. Before you make the sale, you have to earn your customer's trust that you'll deliver what you promise and that you'll still be around to provide service and support.

And in a recession, trust and confidence in a supplier is more important than ever.

How do you build that trust? How do you assure potential customers that you are in business for the long haul? The answer is regular print advertising in a trusted medium like SD Times. For nine years, BZ Media's SD Times has built a trusted relationship with its readership of software development managers, architects and team leaders—trust that naturally rubs off on our advertisers.

Want to prove the return on your print investment? Start a 12x program by April 15 and we'll perform free custom pre- and post-campaign awareness studies to prove that your print advertising works in SD Times.

Your customers are looking for someone they can trust. You should too. Call SD Times today.