



Once Burned. Twice Shy.

Do your potential customers worry about YOU?

Few software tool buyers have escaped being burned by having a key vendor go out of business. In today's difficult economic climate, when budgets are tight, you can expect your potential customers to be extra wary. They're going to look for tools and solutions from companies that they can trust to deliver what they promise, and to stick 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.