



# EXTEND YOUR REACH

*Get your message to the right people, in the right way.*

**DIVERSE.**

*These are the terms you want to describe your efforts to reach your customers. And Software Quality Engineering is prepared to help you communicate with your customers in whatever medium they frequent. Unlike other companies, Software Quality Engineering offers a powerful combination of Web, print, and face-to-face vehicles — all from the worldwide leader in training and education on building better software.*

**TARGETED.**

**MULTIMEDIA.**

**COST-EFFECTIVE.**

# YOUR CUSTOMERS ARE LOOKING. *ARE YOU FINDING THEM?*

Gone are the days of Sunday evenings in front of Ed Sullivan when any advertising investment was a sure thing. Today, scores of potential customers are scattered up and down a vast media landscape at any given moment, and companies are challenged to reach them.



Software Quality Engineering is the primary information resource for an ever-widening audience of software managers, software testers, quality assurance professionals, and software engineers. Since our inception, we have consistently expanded our offerings to meet the changing information-gathering activities of the marketplace. By employing an interconnected use of multimedia, Software Quality Engineering has created a flow of information that weaves seamlessly into users' habits, whether their preferred medium is Web, email, print, or face-to-face. No other company offers such a wide range of advertising opportunities to such a focused audience.

**If you have a product or service that helps professionals build and deliver better software, Software Quality Engineering has the vehicles to help you reach a targeted audience.** Our well-established industry and media presence allow you to augment and combine opportunities to create an advertising plan that meets your budget as well as your expectations.

“**Your customers are our audience. This type of targeted market means you can better concentrate your message, your exposure, and most of all your dollars.**”

Wayne Middleton, President and CEO, Software Quality Engineering

## PACKAGE IT!

*Combine one or more of the following channels to create a multimedia advertising program that puts your message everywhere your customers are. Plus you'll receive an earned value discount based on your level of participation.*

# FACE-TO-FACE

## Conference EXPO Events

Locating conferences that will bring the best return for your organization can be a time-consuming process. But it doesn't have to be. Software Quality Engineering's conferences provide face-to-face interaction with an audience of key software professionals you might not otherwise find. And each EXPO event provides ample space, time, and opportunity to do what potential customers most want you to do: fully demonstrate and explain your product or service.



According to allbusiness.com, an estimated 110 million people attend more than 4,000 trade shows in the United States and Canada each year. Surveys show that trade shows top the list for customers in terms of helping them make buying decisions. At our events, EXPO attendees have paid to be there, which means you'll get the most return for your time, money, and marketing materials, including:

- **Five major annual EXPO events mean heavy exposure to an audience that includes a significant number of management level or higher attendees.**
- **90% of EXPO delegates have paid more than \$1,000 to attend.**
- **Many conference meals, breaks, and networking receptions are held in the exhibit area in order to maximize contact.**

Plus, these events offer merchandising opportunities that allow for exposure throughout the conference experience, including brochures, conference bags, and keynote event sponsorships. The five EXPO events are as follows:

## **Planning to attend an EXPO?**

*Place a print ad in STQE magazine and let readers know where to find you.*

### **STARWEST and STAREAST Testing EXPOs**

*The largest and most advanced software testing conference in the world.*

### **Software Test Automation Fall and Spring EXPOs**

*The first forum dedicated exclusively to automated software testing issues and solutions.*

### **The Software Management and Measurement EXPO**

*The only event that features a combined EXPO of software management and software measurement delegates.*



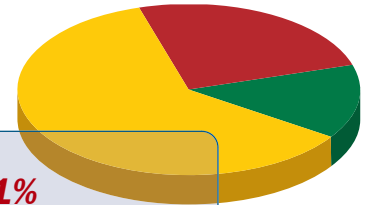
## STQE Magazine

The print medium is one that ensures a long shelf life for your advertising message. Not only does print offer a high portability factor — your ad travels wherever the magazine does — it also lets you connect your message to the editorial content readers rely on.

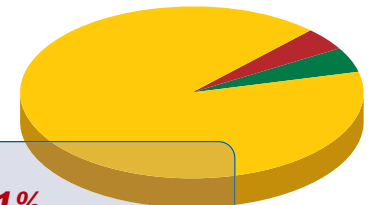
*STQE: The Software Testing and Quality Engineering Magazine* is the only commercial magazine dedicated to building better software.

Since its inception, the magazine has received rave reviews from experts and practitioners alike. *STQE* has a circulation of more than 20,000, and it's one of the few software publications with a paid subscriber base.

- **77% of readers circulate the magazine within their department.**
- **96% of those surveyed by Cahners New Product Information Group say they rely on trade magazine advertisements to alert them to new products, technologies, and vendors.**
- **74% of *STQE* subscribers purchase or recommend tools for use in their company; 57% recommend services.\***



**61%**  
**of *STQE* subscribers  
operate at  
management level  
in their companies.**



**91%**  
**of subscribers save  
*STQE* magazine for  
repeated reference.**

**74%** of readers indicate that they are planning to purchase tools and/or services within the next 12 months.

**Do you have a  
product to  
advertise in *STQE*?**

**Double your exposure  
with a *StickyMinds.com*  
ad that links to more  
details — even a demo.**

# ONLINE



With the supercharged online information flow heating up, it's critical that companies take every advantage of the dynamic environment that is today's Internet. With its readiness to deliver information immediately and amazing ability to track response, it's a numbers game you can't afford to lose.

StickyMinds.com once again fulfills the prophecy that if you build it, they will come. Where an entire community was waiting for a home, StickyMinds.com provided one. With exponential traffic growth since its initial launch date, the site has taken flight as the Web's best resource for building better software. Its flexible portals and daily content updates have made it the site of choice for many in the software community.

**72% of registered members visit the site at least once per week.**

- **High-volume traffic with thousands of page views per day.**
- **Tens of thousands of registered members.**
- **Open 24 hours a day, 7 days a week.**
- **Flexible advertising options.**

The site offers home page sponsor opportunities and specialty zone sponsorships, in addition to run-of-site banner and medallion ads. It's the perfect medium to reach busy software professionals with information about your product or service.

## **STQe-Letter**

They ask for it, they get it. Right in their in-box. The STQe-Letter is an opt-in e-newsletter that arrives twice a month via email to tens of thousands of subscribers. Aside from directing traffic to the best new content on StickyMinds.com, it features interesting quotes and editorial content related to building better software. It also offers banner advertising space in each electronic issue. And since it's an opt-in newsletter, the readership is more likely to explore related products and services.



***Have a trial version of a new tool or a white paper?***

***Broadcast it on StickyMinds.com and give readers one-click access to your offer.***



***Got a banner in the STQe-Letter?***

***Purchase a run-of-site banner on StickyMinds.com to reinforce your message and create two points of entry to your product information.***

## CONTACT INFORMATION

### For EXPO Participation:

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## ABOUT US

Since January 1986, Software Quality Engineering has been at the forefront of software quality improvement technology and was instrumental in setting the stage for the software industry to view testing as a distinct discipline. Today, we produce several of the most respected conferences in the industry and provide test and development training for more than two-thirds of the Fortune 1000 companies.

With a team of highly qualified associates, an array of international conferences, tailor-made consulting services, and specialized publications and research, Software Quality Engineering has the skills and resources to meet a company's software quality challenges.



## LOOKING FOR COOPERATIVE MARKETING OPPORTUNITIES?

Software Quality Engineering participates in mail list exchanges that offer 1,000-10,000 names. If a good fit for both parties, exchanges may target job function, job interest, job title, or even geographic location. Contact Kelley Rhodes at 904-278-0707 or 800-423-8378 ext. 235 for more information.