Access Plus Impact.





Marianne Budnik
explains how The Wall
Street Journal allows CA
Technologies to deliver a
powerful message across
multiple media platforms.

"CA Technologies' brand campaign showcases our range of IT management software solutions to ClOs, thought leaders and enterprise decision-makers.

"In addition to our advertising in print and across The Wall Street Journal Digital Network, CA Technologies was one of the first brands to embrace The Journal's iPad edition.

"The response has been tremendous.

"Our marketing partnership with The Journal gives us 24/7 access to the business leaders we need to reach. Our ads appear alongside content that's highly relevant to our technology message. And our impact gets expanded and reinforced by the Journal's multi-platform options.

"Creating solutions that work for business customers is what CA Technologies is all about. And that's exactly how The Journal works for us."

— Marianne Budnik

Chief Marketing Officer CA Technologies

The Journal—it works.

To learn more, speak with your Journal advertising representative, or call 212-597-6045.

THE WALL STREET JOURNAL.

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