



Marketing Programs

The collage consists of four screenshots from the Eclipse ecosystem:

- Top Left:** A screenshot of the 'Eclipse Downloads' page. It lists various Eclipse IDE versions and packages, including 'Eclipse IDE for Java Developers', 'Eclipse IDE for Java EE Developers', 'Eclipse IDE for C/C++ Developers', 'Eclipse IDE for PHP Developers', 'Eclipse IDE for JavaScript Web Developers', 'Eclipse Modeling Tools', 'Pulver for Mobile Developers', 'Eclipse IDE for Java and Report Developers', and 'Eclipse for RCP and RAP Developers'. Each entry includes a download link and a 'Details' link.
- Top Right:** A screenshot of the 'Eclipse Summit' announcement. It features the Eclipse logo and text stating 'Less than 2 weeks to register!' and 'November 2 - 4, 2010 - Ludwigsburg, Germany'. It also includes a 'Download Eclipse' button and links to 'Plugins', 'Documentation', and 'Report a Bug'.
- Bottom Left:** A screenshot of the 'Eclipse Marketplace' page. It shows a search bar, a list of 'New and Updated Solutions', and a 'Spotlight' section featuring 'JET' (Eclipse IDE for Java EE Developers) and 'Java Profile'.
- Bottom Right:** A screenshot of the 'Eclipse Marketplace' page, showing a list of 'New and Updated Solutions' and a 'Spotlight' section featuring 'JET' (Eclipse IDE for Java EE Developers) and 'Java Profile'.

OVERVIEW

Access to the Eclipse Community

The Eclipse Foundation provides you direct access to the Eclipse developer community. The Eclipse home page and the Eclipse download page receive over 2 million page views a month. You now have the opportunity to harness the traffic on these web pages.

Trusted Content

For developers, the Eclipse download page is a trusted download site. Over 1 million unique visitors per month come to this site to download Eclipse technology. Benefit from this traffic by presenting your Eclipse related download on this page.

Pre-qualified Audience

Visitors to Eclipse web sites are looking for Eclipse-related information. Therefore you know people seeing your advertisement are looking for Eclipse-related content. The Eclipse marketing program is ideal for Eclipse related product advertisements, developer conference promotion and Eclipse-related career recruiting.

Innovative Opportunities

The Eclipse Marketplace Client is the “app store” for the Eclipse community. You now have new opportunities to encourage developers to directly install your product into an existing Eclipse installation.

Performance Based Marketing

Eclipse strives to help members grow their businesses in cost effective ways. The marketing opportunities offered are designed to be affordable and based on actual performance. Pricing includes a modest fixed cost and then you pay based on results.

Open to Eclipse Foundation Members

These marketing programs are available as a benefit to the members of the Eclipse Foundation. Our goal is to maintain a focused and high-quality partnership with the sponsoring companies.

AUDIENCE

Eclipse Community in General

97% are male
52% are programmers
51% have been writing code for more than 5 years
50% work in an organization of less than 1,000 employees
70% say Java is their primary development language

eclipse.org Home Page

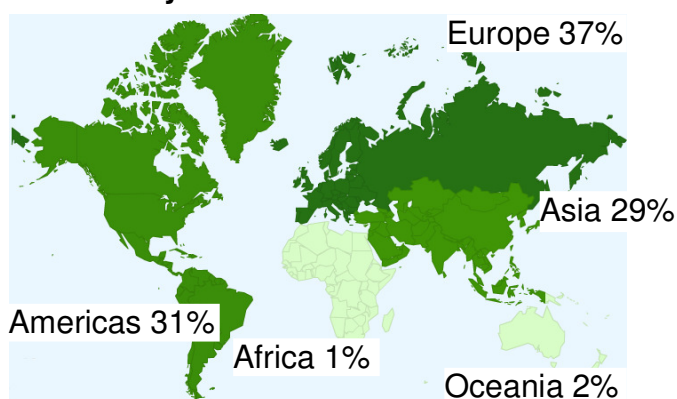
Traffic

Monthly Page Views	1.2 million
Unique Page Views	972,000

Top 3 Visiting Countries

United States	19%
Germany	9%
China	8%

Visitors by Continent



Eclipse Download Page

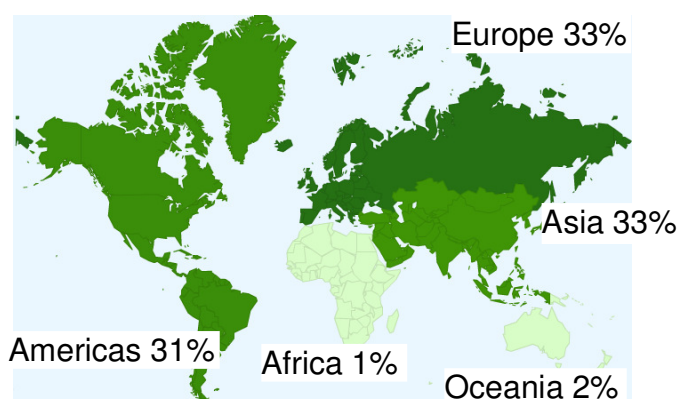
Traffic

Monthly Downloads	1 million
Monthly Page Views	2.1 million
Unique Page Views	1.2 million

Top 3 Visiting Countries

United States	20%
China	10%
Germany	8%

Visitors by Continent



Eclipse Marketplace

Traffic from Eclipse Marketplace Client

Monthly Installs	30,000
Monthly Views	373,000
Unique Visitors	47,000

MARKETING OPTIONS

Advertise on the Eclipse Homepage & Download Page

Display your advertisement on the Eclipse homepage and the Eclipse download page. The ad size is 200px wide by 200px high and will be rotated with other ads. Each ad is expected to receive at least 400,000 views a month.

Pricing: \$1,000 per month, plus \$0.50 per click through

Participating:

- Create a 200px by 200px graphic in .gif or .jpg format
- Flash/SWF cannot be used
- File must be less than 20KB

The screenshot displays the Eclipse Foundation homepage. At the top, there is a navigation bar with links: Home, Downloads, Users, Members, Committers, Resources, Projects, and About Us. A Google Custom Search bar is located on the right. Below the navigation bar, a large purple banner reads "Explore the Eclipse universe..." with a "How to Eclipse?" link. To the right of the banner is a yellow button that says "Get Started now... Download Eclipse" with a download arrow icon. Below the banner is a grid of project icons: Enterprise Java, Eclipse RT, Eclipse SOA, Pulsar, Modeling, Application Frameworks, and Language IDEs. To the right of the grid are links for "» Plugins", "» Contribute", "» Documentation", and "» Report a Bug".

Announcements

- 2010/11/08 Eclipse DemoCamps Nov. 15-21: Bangalore, Bay Area, Bonn, Budapest, Cork, Kampala, Krakow, Ottawa, Pune**
One of the busiest weeks of the fall Eclipse DemoCamp series is coming up November 15-21. The Eclipse community can check out some demos and connect with new people at DemoCamps and Campus DemoCamps: November 16: **B...**
- 2010/11/03 Announcing the EclipseCon Audition Sessions**
The Eclipse Foundation is pleased to announce the EclipseCon Audition Sessions, a chance for people interested in presenting at EclipseCon to try out their ideas with the program committee and community. Each year, hundreds of great session proposals are submitted to the EclipseCon Program Commi...
- 2010/11/02 Eclipse Makes Available New Release of Eclipse Virgo**
The Eclipse Foundation is pleased to announce the release of Eclipse Virgo 2.1, a light-weight application server for deploying applications based on OSGi. Eclipse Virgo was created in March 2010 and is based on the code contribution of VMware's SpringSource dm Server product. ...
- 2010/11/01 Sign up to Attend EclipseDay in Valencia**
EclipseDay in Valencia is being held in Spain on November 30 - December 1. This two-day event will bring together the Spanish community of Eclipse users and developers from a wide range of academic, I...
- 2010/10/27 Registration is Open for Eclipse Embedded Day Spain**
The European Software Institute-Technalia is pleased to announce **Eclipse Embedded Day Spain**, which takes place November 9, 2010. The event is a day-long conference for technical experts, software developers, Eclipse users an...

[More...](#)

Community News

- 2010/11/11 Visual Rules 5.0 now available!**
Innovations Software Technology Corp. (Bosch Group), a leading provider of Business Rules Management Systems (BRMS) software and Financial Industry Solutions, announces the release of Visual Rules Version 5.0 on November 11, 2010. Visual Rules, the premier BRM platform, now delivers new, web-based t...

Featured Strategic Member

SUPPORT THE ECLIPSE COMMUNITY

BECOME AN ECLIPSE FOUNDATION MEMBER

Eclipse

[View All Members](#)

Eclipse Marketplace

- UTMA - Consistent Text Strings in Your Software - 1.2**
2010/11/12
- Actifsource - Model-Driven Code Generator - 4.5.2**
2010/11/12
- OnPositive -**
2010/11/12
- The Scala IDE for Eclipse - 2.8.1.final (nightly build)**
2010/11/12
- IBM Lab 1.1**

MARKETING OPTIONS

Promoted Downloads

Promote a corporate download on the Eclipse download page. Your listing will be indicated as a promoted download and will rotate with other promoted downloads. At least 400,000 page views a month are expected for each promoted download. This option is limited to 4 sponsors (promoted download and promoted packages combined) a month.

Pricing: \$2,000 per month, includes up to 800 click-thrus. Additional click-thrus \$1.00 per click-thru

Participating:

- Choose a name for your download that is less than 50 characters
- Create a 16x16 icon
- Provide a url to a download on your site.

The screenshot shows the Eclipse Downloads page. At the top, there's a navigation bar with links: Home, Downloads, Users, Members, Committers, Resources, Projects, About Us. A search bar is also present. The main heading is "Eclipse Downloads". Below it, there's a section for "Packages" and "Projects". The "Packages" section is currently selected, showing a list of Eclipse Helios (3.6.1) Packages for Windows. The list includes:

- Eclipse IDE for Java Developers, 99 MB (Downloaded 789,200 Times)
- Eclipse Classic 3.6.1, 170 MB (Downloaded 520,504 Times)
- Eclipse IDE for Java EE Developers, 206 MB (Downloaded 506,654 Times)
- Company Product Name (Downloaded 121,737 Times) - Promoted Download
- Eclipse for PHP Developers, 141 MB (Downloaded 121,737 Times)
- Eclipse IDE for JavaScript Web Developers, 108 MB (Downloaded 44,777 Times)
- Eclipse Modeling Tools (includes Incubating components), 249 MB (Downloaded 36,418 Times)
- Eclipse IDE for Java and Report Developers, 241 MB (Downloaded 29,119 Times)
- Eclipse for RCP and RAP Developers, 188 MB (Downloaded 28,361 Times)
- Pulsar for Mobile Developers, 122 MB (Downloaded 28,227 Times)
- Eclipse SOA Platform for Java and SOA Developers (includes Incubating components), 188 MB

Each item has a download icon and links for "Windows 32 Bit" and "Windows 64 Bit". On the right side, there's a "Hint" section stating: "You will need a Java runtime environment (JRE) to use Eclipse (Java 5 JRE recommended). All downloads are provided under the terms and conditions of the Eclipse Foundation Software User Agreement unless otherwise specified." Below the hint is a "DISCOVER MORE" section with a link to "USE ECLIPSE MARKETPLACE CLIENT". At the bottom right, there's an "Installing Eclipse" section with links to "Install Guide", "Known Issues", and "Updating Eclipse". A "Related Links" section at the very bottom right includes links to "Source Code", "Documentation", "Make a Donation", "Forums", "Eclipse Helios (3.6)", and "Eclipse Galileo (3.5)".

MARKETING OPTIONS

Promoted Packages

A promoted package is very similar to a Promoted Download but includes a closer affinity to Eclipse. A company creates a specialized Eclipse package that includes the Eclipse technology required for their solution. The package can then contain pre-configured installation instructions on installing the vendor solution.

At least 400,000 page views a month are expected for each promoted package. This option is limited to 4 sponsors (promoted download and promoted packages combined) a month.

Pricing: \$2,000 per month, includes 400 downloads. Additional downloads \$3.00 per download or \$5.00 if e-mail address required.

Participating:

- Company needs to undertake the development work to create the Eclipse package
- Package can only contain Eclipse.org projects.

MARKETING OPTIONS

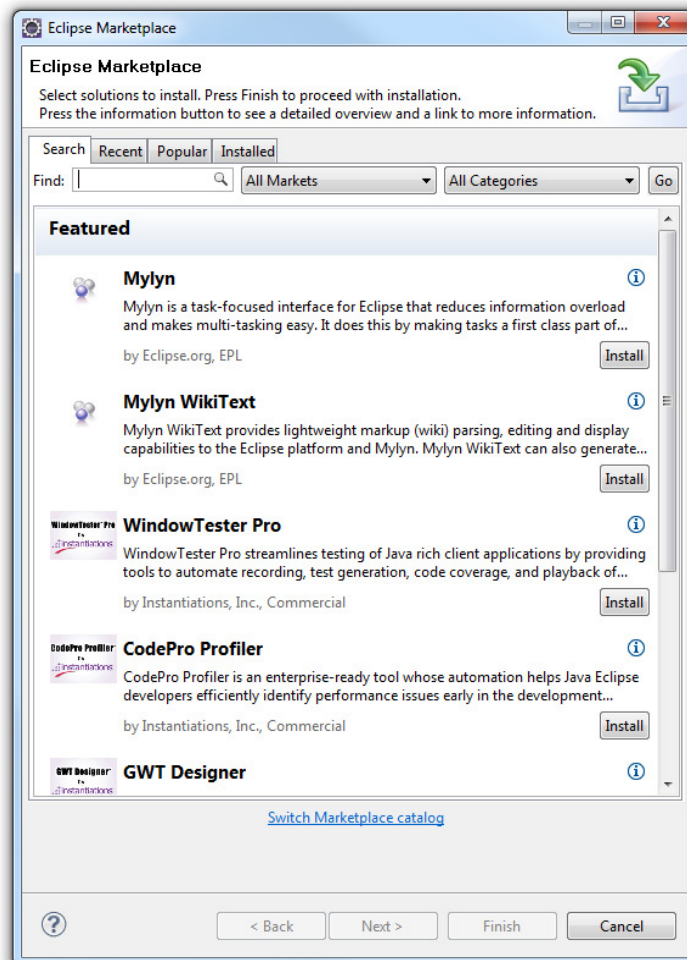
Promoted Solutions on the Marketplace Client

The feature list is the first thing developers see when they start the Marketplace Client. The first two listings in the featured list are available as a promoted solution. Your promoted solution will be rotated through the top two slots with a maximum of four promoted solutions a month. Over 47,000 developers use Marketplace Client each month. Your promoted product will also be featured on the Marketplace web site.

Pricing: \$2,000 per month, includes 400 successful installs. Additional installs \$3.00 per successful installation

Participating:

- Enter your listing on marketplace.eclipse.org using the “Add Content” option



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* Audience statistics based on data from Google Analytics in November 2010, Eclipse Community Survey 2010 and internal measurement tools in November 2010