

# Key Questions

- 1) What would be the purpose/priorities of including advertising on eclipse.org?
  - Revenue generation?
  - Increase value of Foundation membership?
  - Would ads provide a “value” to users of eclipse.org?
  
- 2) If ads were put on eclipse.org:
  - Which eclipse.org pages would be included in advertising?
  - Who could place ads? (members only, others)
  - What types of ads would be available? (banner, Google, etc.)
  - How would ads be priced?
  
- 3) What technical and organizational infrastructure would be needed to implement them?

# Conclusions & Recommendations:

- 1) Advertising should be added to eclipse.org.
- 2) Primary purposes
  - Increase the value of membership in the Eclipse Foundation
  - Provide valuable additional information to users of eclipse.org.
- 3) Include advertising as a standard part of every strategic membership.
- 4) Secondary goal:
  - Generating additional revenue for the Foundation
- 5) Take care that the cost of administering the advertising not become greater than the benefit.

# Prototype “Strategic” Ad

The screenshot shows the Eclipse website homepage. At the top, there is a navigation bar with the Eclipse logo and links for CONTACT and LEGAL. Below this is a secondary navigation bar with links for HOME, COMMUNITY, MEMBERSHIP, COMMITTEES, DOWNLOADS, RESOURCES, PROJECTS, and ABOUT US. A search bar and a font size selector (A A) are also present.

The main content area features the heading "Eclipse - an open development platform" followed by a paragraph describing Eclipse as an open source community. Below this is a "Download Eclipse" button. The section "Eclipse is used for ..." includes icons for Enterprise Development, Embedded + Device Development, Rich Client Platform, Application Frameworks, and Language IDE.

On the right side, there is a "Screenshots" section with a thumbnail of the Eclipse IDE. Below that is a "Useful Links" section with a "Register" button and a "BEAWorld 2007" advertisement. The advertisement is circled in green and includes the text "Shanghai December 12-13", "BEAWorld 2007", and "Delivering business innovation. Real customers, real innovation, real results." Below the advertisement is a "Useful Links" section with links to Bugs, Documentation, Newsgroups, IRC, Eclipse Project Wiki, PlanetEclipse, and Events Calendar.

The bottom section of the page is divided into "Announcements", "Spotlights", "Eclipse Plugin Central", "Community News", and "Eclipse Live".

**Announcements**

- Remember to submit a proposal for EclipseCon 2008; Deadline is November 19. +1 day ago
- Results of the Eclipse Community Survey +1 week ago
- Eclipse Hibachi Project Unites Ada Suppliers in Common Environment +1 week ago
- Fifth Annual Eclipse Community Conference Announces Keynotes +1 week ago

**Spotlights**

- Attend an Eclipse DemoCamp**  
Attend and present at DemoCamps around the world during Nov. and Dec.
- Submit a proposal for EclipseCon**  
November 19 is the deadline to submit a proposal for an EclipseCon talk.

**Eclipse Plugin Central**

- SysML v1.1 +1 day ago
- DoDAF for MagicDraw v2.1 +1 day ago
- Eidle v0.1.0 +2 days ago
- SwingRCP 1.0 for Eclipse v1.0 +2 days ago
- Pulse | Download, manage and maintain Eclipse tools v.9 +2 days ago
- eFace free edition - XAML for Java v1.0.3 +2 days ago

**Community News**

- Eclipse Foundation Elected to the 2007 JCP Executive Committee +5 hours ago
- Eclipse IDE Study Shows that Standards and Community Work +1 day ago
- froglogic Joins Eclipse Foundation +2 days ago
- Eclipse moving into applications +5 days ago
- Survey: Eclipse Helps Make, Save Money +5 days ago
- Genuitec Revs Up Eclipse's Pulse +6 days ago

**Eclipse Live**

- Upcoming Event: Mylyn 2.2 +43 minutes ago
- Upcoming Event: Introduction to Eclipse eRCP +3 hours ago
- Profiling and Testing Applications Using the Eclipse Test and Performance Tools Platform (TPTP) +1 day ago

**Resources**

# Next Steps

- Approve or modify recommendation
- If recommendation is to proceed, then delve more deeply into implementation issues
- RESOLVED, that the Board
- The Board instructs the EMO to draft and implement guidelines for the projects based on the following principles:
  - Consistency in look, feel and navigation across project websites.
  - Vendor neutrality.
  - Membership value.