

# Advertising Space for Strategic Members

# Existing Benefit

- Each strategic member can advertise on the eclipse.org home and download pages.
  - Provide a 200x200 jpg or gif
- Number of impressions is calculate based on the annual dues for each company.
- A number of strategic members are not taking advantage of this benefit.

The screenshot shows the Eclipse.org website interface. At the top is a navigation bar with links: Home, Downloads, Users, Members, Committers, Resources, Projects, About Us. A search bar is on the right. Below the navigation is a main banner with the text "Explore the Eclipse universe..." and a "New to Eclipse?" link. A sidebar on the right contains a yellow "Download Eclipse" button and links for "Plugins", "Contribute", "Documentation", and "Report a Bug". The main content area features an "Announcements" section with several entries, including "Indigo DemoCamps: Next Week's Camps Are Boston, Frankfurt, Jakarta, and Krakow" and "EclipseCon Europe Call for Papers Is Open". A red circle highlights an advertisement for "monterey" in the sidebar, which includes the text "Intelligent Application Mobility for the Cloud" and a "Get Developer Edition" button.

# Expand Advertising Program

- Eclipse Foundation advertising program has been very successful to date and there is a potential to sell more ads
- Propose that the strategic member benefit for advertising becomes a 'use it or lose it' benefit.
- 6 weeks before the start of each quarter, the strategic member will need to provide an ad that will be used to display. If not provided, the Foundation can then sell the impressions that were reserved for that strategic member.

# Resolution

- RESOLVED, the Board directs the Executive Director to pursue the “use it or lose it” approach to Strategic Member advertising space presented to the Board and attached to the minutes of the meeting as Exhibit XX.