



# Marketing Programs

The collage consists of three screenshots from the Eclipse website:

- Left Screenshot: Eclipse Downloads**  
This screenshot shows the 'Eclipse Downloads' page. It features a navigation bar with links like 'Home', 'Downloads', 'Users', 'News', 'Community', 'Events', 'Tools', and 'About'. Below the navigation bar, there are tabs for 'Packages' and 'Projects'. A table lists various Eclipse packages and their latest versions, including 'Eclipse IDE for Java Developers', 'Eclipse Classic', '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', 'Pulsar for Mobile Developers', 'Eclipse IDE for Java and Report Developers', and 'Eclipse for RCP and RAP Developers'. A 'Support the Eclipse Community' button is also visible.
- Middle Screenshot: Eclipse Summit**  
This screenshot shows the 'Eclipse Summit' page. It features a banner with the text 'Less than 2 weeks to register!' and the dates 'November 2-4, 2010 - Ludwigsburg, Germany'. Below the banner, there are sections for 'Explore the Eclipse universe...', 'Download Eclipse', and 'Announcements'. The 'Announcements' section includes news about the Eclipse Summit, the Eclipse Summit 2010, and the Eclipse Summit 2011.
- Right Screenshot: Eclipse Marketplace**  
This screenshot shows the 'Eclipse Marketplace' page. It features a banner with the text 'Introducing the Eclipse Marketplace Client'. Below the banner, there are sections for 'New and Updated Solutions', 'Featured Eclipse Solution', and 'Eclipse Marketplace'. The 'Featured Eclipse Solution' section highlights the 'Jazz' solution. The 'Eclipse Marketplace' section lists various plugins and solutions available for download.

## 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 you 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

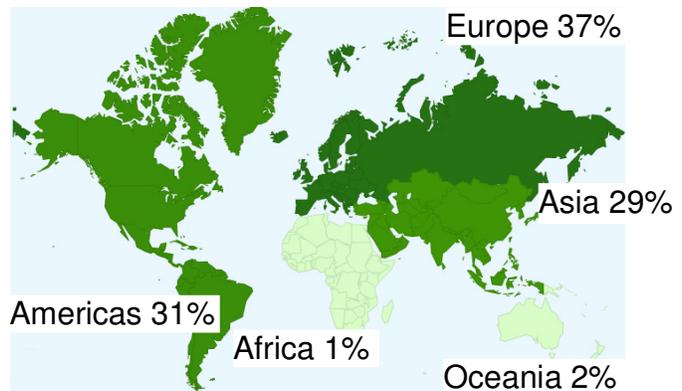
#### Traffic

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

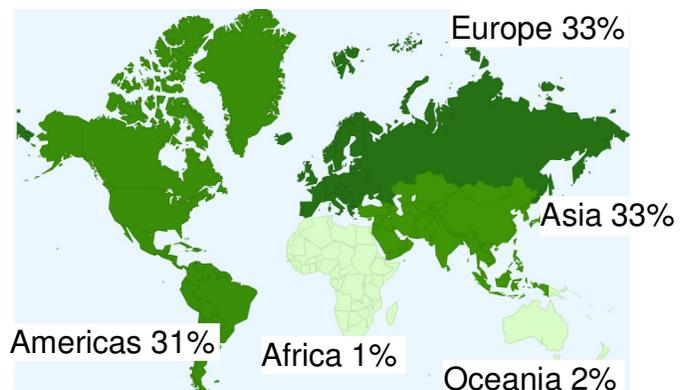
#### Traffic

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 shows the Eclipse homepage layout. At the top is a navigation bar with links: Home, Downloads, Users, Members, Committers, Resources, Projects, About Us. A search box with 'Google™ Custom Search' and a 'Search' button is on the right. Below the navigation is a main banner with the text 'Explore the Eclipse universe...' and a 'New to Eclipse?' link. Underneath are icons for Enterprise Java, Eclipse RT, Eclipse SOA, Pulsar, Modeling, Application Frameworks, and Language IDEs. To the right is a yellow 'Get Started now... Download Eclipse' button with a download arrow. Below this are links for '» Plugins', '» Contribute', '» Documentation', and '» Report a Bug'. The main content area is divided into two columns. The left column has an 'Announcements' section with a list of recent news items, each with a date and a brief description. The right column has a 'Featured Strategic Member' section with a purple banner that says 'SUPPORT THE ECLIPSE COMMUNITY' and 'BECOME AN ECLIPSE FOUNDATION MEMBER'. Below this is a 'View All Members' link. The bottom right section is the 'Eclipse Marketplace' with a list of available plugins and their versions, including 'UTMA - Consistent Text Strings in Your Software - 1.2', 'Actifsource - Model-Driven Code Generator - 4.5.2', 'OnPositive -', 'The Scala IDE for Eclipse - 2.8.1.final (nightly build)', and 'HMI Lab - 1.1'. A 'More...' link is located at the bottom of the announcements section.

# 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 is a navigation bar with links for Home, Downloads, Users, Members, Committers, Resources, Projects, and About Us. A search bar is also present. The main content area is titled 'Eclipse Downloads' and features a list of software packages for Windows. The packages are listed in a table with columns for package name, size, download count, and download links for 32-bit and 64-bit versions. A 'Promoted Download' badge is visible on the 'Company Product Name' entry. On the right side, there is a 'Hint' section, a 'DISCOVER MORE' section with a 'USE ECLIPSE MARKETPLACE CLIENT' button, and sections for 'Installing Eclipse' and 'Related Links'.

Compare Packages	Older Versions	Eclipse Helios (3.6.1) Packages for	Windows
Eclipse IDE for Java Developers, 99 MB Downloaded 789,200 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Eclipse Classic 3.6.1, 170 MB Downloaded 520,504 Times <a href="#">Details</a> <a href="#">Other Downloads</a>		Windows 32 Bit Windows 64 Bit	
Eclipse IDE for Java EE Developers, 206 MB Downloaded 506,654 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
<b>Company Logo</b> <b>Company Product Name</b> <b>Promoted Download</b>		Windows 32 Bit Windows 64 Bit	
Eclipse for PHP Developers, 141 MB Downloaded 121,737 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Eclipse IDE for JavaScript Web Developers, 108 MB Downloaded 44,777 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Eclipse Modeling Tools (includes Incubating components), 249 MB Downloaded 36,418 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Eclipse IDE for Java and Report Developers, 241 MB Downloaded 29,119 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Eclipse for RCP and RAP Developers, 188 MB Downloaded 28,361 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Pulsar for Mobile Developers, 122 MB Downloaded 28,227 Times <a href="#">Details</a>		Windows 32 Bit Windows 64 Bit	
Eclipse SOA Platform for Java and SOA Developers (includes Incubating components), 188 MB		Windows 32 Bit Windows 64 Bit	

**Hint:**  
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.

**DISCOVER MORE**  
**USE ECLIPSE MARKETPLACE CLIENT**

**Installing Eclipse**

- [Install Guide](#)
- [Known Issues](#)
- [Updating Eclipse](#)

**Related Links**

- [Source Code](#)
- [Documentation](#)
- [Make a Donation](#)
- [Forums](#)
- [Eclipse Helios \(3.6\)](#)
- [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

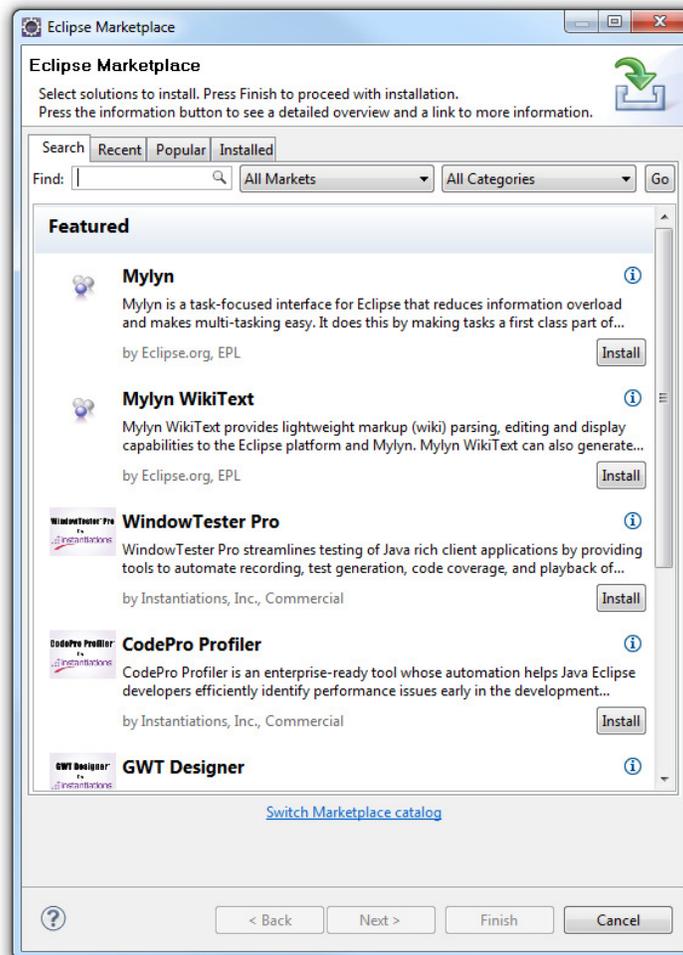
### Promoted Solutions on the Marketplace Client

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



## CONTACTS

### **Eclipse Foundation, Inc.**

102 Centrepointe Dr.  
Ottawa, ON K2G 6B1

Canada

Phone +1 613.224.9461

Fax +1 613.224.5172

[www.eclipse.org](http://www.eclipse.org)



### **Ian Skerrett**

Director, Marketing

[ian.skerrett@eclipse.org](mailto:ian.skerrett@eclipse.org)

+1 613.224.9461 ext. 227

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