



ADVERTISING PROSPECTUS

ADVERTISING SOLUTIONS



Connect with millions of developers.

Developers are driving innovation and building future-forward technologies, so how do companies get their attention? We're here to help!

The Eclipse Foundation offers advertising solutions for member organizations of all sizes. We can partner with you to drive awareness, differentiate, and increase demand for your brand among the brightest minds in the software industry.

BY THE NUMBERS

2.2M+

MONTHLY UNIQUE VISITORS
TO ECLIPSE.ORG

3.0M+

TOTAL MONTHLY VISITS TO
ECLIPSE.ORG

BY THE NUMBERS

50%+

VISITED BY DEVELOPERS FROM
OVER HALF OF FORTUNE 100
EACH MONTH

4+ mins

AVERAGE TIME
PER VISIT

BY THE NUMBERS

1M+

MONTHLY INSTALLS OF THE
ECLIPSE DESKTOP IDE

500K+

MONTHLY INSTALLS FROM
ECLIPSE MARKETPLACE

ENGAGE WITH A GLOBAL COMMUNITY



GET MILLIONS OF DEVELOPERS EXCITED.

Reach a global developer audience by participating in one of our advertising solutions and leveraging our platform. There's an ad format for every story you want to tell and we can help put your messaging in front of the right developer audience.

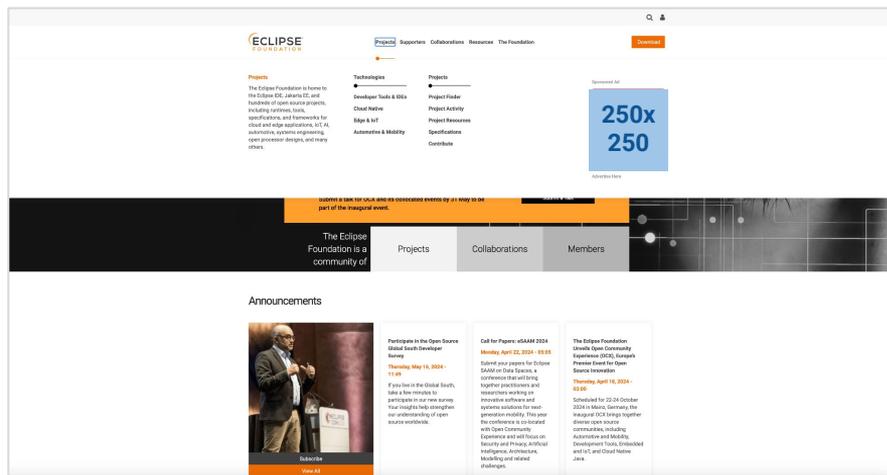
OUR ADVERTISING SOLUTIONS

Mega Menu Block

Display your ad on [Eclipse.org](https://eclipse.org) and engage with the Eclipse community of developers by promoting your company's involvement in Eclipse, your project, or your product.

On all pages with the eclipse.org menu, a 250x250 ad is available.

Pricing starting at: \$2,500/month



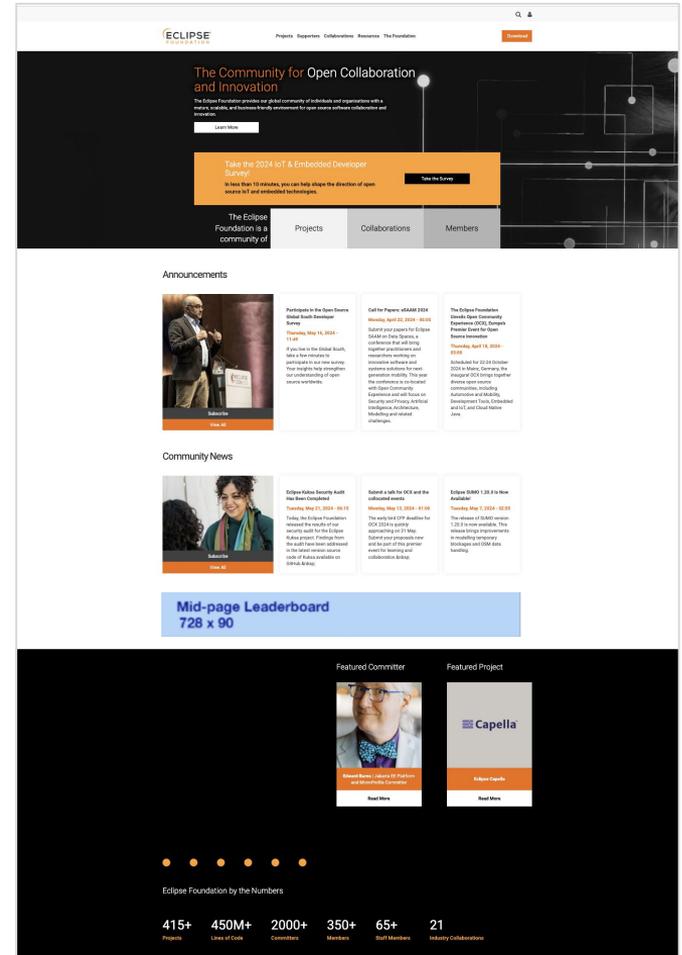
OUR ADVERTISING SOLUTIONS

Eclipse Homepage Promotion

Display your ad on [Eclipse.org](https://eclipse.org) and engage with the Eclipse community of developers by promoting your company's involvement in Eclipse, your project, or your product.

We offer a Mid-page leaderboard (728 x 90) on the eclipse.org homepage.

Pricing starting at: \$2,500/month



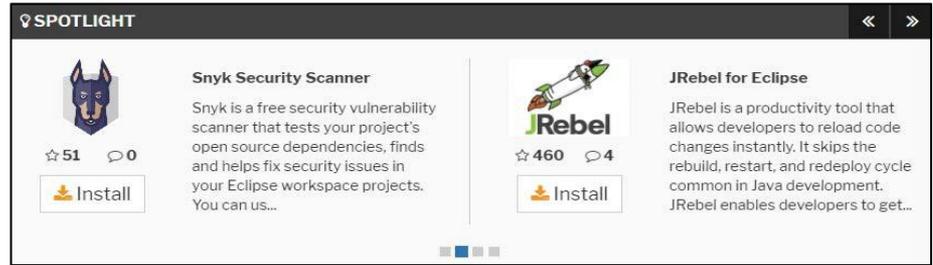
OUR ADVERTISING SOLUTIONS

Promoted Plugin

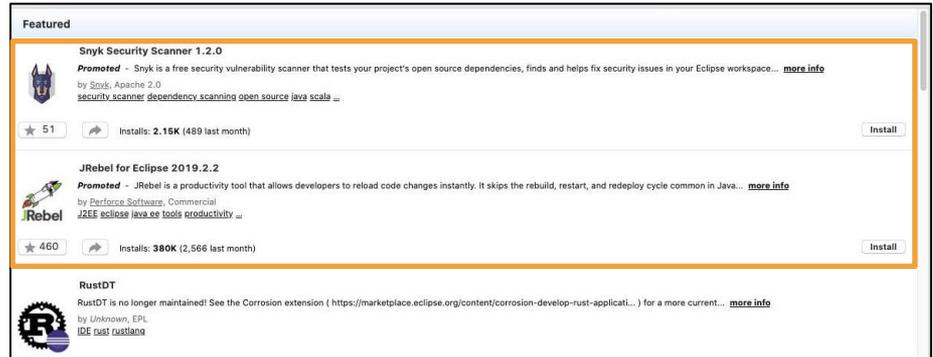
Plugins are the first thing developers see on Marketplace Client and the [Eclipse Marketplace](#). Boost your ranking, increase website visits and multiply your installs with our promoted plugin.

Pricing starting at: \$3,000/month

Eclipse Marketplace



Marketplace Client



OUR ADVERTISING SOLUTIONS

Download Page

The [Eclipse Downloads page](#) is the direct source developers use to access the Eclipse technologies they engage with. With a guaranteed number of 300,000 impressions, link developers directly to your product.

We offer two options on the downloads page

- Header banner (400x180)
- Mid-page leaderboard (728 x 90)

Pricing starting at: \$4,000/month

The screenshot displays the Eclipse Foundation Downloads page. At the top, the Eclipse Foundation logo is on the left, and navigation links for Projects, Supporters, Collaborations, Resources, and The Foundation are on the right. A search icon and a user profile icon are also present. Below the navigation is a large blue header banner with the text "400x180" and "Download Eclipse Technology that is right for you". Underneath this is an orange banner for an "Early Bird Deadline: 31 May" event, with a "Submit a Talk" button. The main content area features two promotional cards: one for IDE packages with a "Download" button and "Download Packages | Need Help" link, and another for the Eclipse Temurin project with a "Download" button. Below these is a blue "Mid-page Leaderboard" section labeled "728 x 90". At the bottom, there are four product cards, each with a logo, a brief description, and "Learn More" and "Download" buttons: Eclipse Che, THEIA, Jetty, and Eclipse GlassFish.

OUR ADVERTISING SOLUTIONS

Eclipse Community Newsletter Sponsor

Be above the fold and connect with our 100k+ subscribers in our monthly technical [community newsletter](#). This sponsorship includes a display ad and link.

Pricing starting at: \$5,000/month

The screenshot displays the Eclipse Newsletter website. At the top, there is a navigation bar with the Eclipse Foundation logo and links for Projects, Supporters, Collaborations, Resources, and The Foundation. A search bar and a 'Download' button are also present. The main banner features a large image of a conference room with the text 'Eclipse Newsletter' and 'A FRESH NEW ISSUE DELIVERED MONTHLY'. Below this is a 'Subscribe' button and a search bar. The main content area is titled 'April Community Newsletter 2024' and includes a date and time: 'Tuesday, April 30, 2024 - 07:00'. There are three featured articles: 'Committer Profile: Edward Burns', 'First Release of AQAvit Brings Lightweight Governance to Robust, High-Quality Releases', and 'Discover OSPOs for Good 2024'. A blue banner below the articles reads 'Email Leaderboard 580 x 72 (can be scaled down from standard leaderboard 728 x 90)'. At the bottom, there are two columns of 'COMMUNITY UPDATES' and 'MORE UPDATES'. The 'COMMUNITY UPDATES' section features a 'OCX 2024: Call for Proposals Now Open' article with a sub-headline 'Submit a proposal to speak at the Inaugural Open Community Experience or any of its collocated events on automotive, Java, developer tools, and beyond!'. The 'MORE UPDATES' section lists 'New Project Proposals', 'New Project Release', and 'Upcoming Events'.

KEY BENEFITS FOR YOU

- All ads appear above the fold, and well integrated on mobile and desktop
- Well integrated with Eclipse website so professionally presented and well received by developer community
- Access to world-wide developer audience, providing maximum exposure to the audience you want to reach
- Weekly statistics to track performance of your ads, including how they do against similar advertising

TALK TO AN EXPERT

Millions of developers come to eclipse.org every month.
You're welcome here too.

Contact Perri at perri.lavergne@eclipse-foundation.org
to secure your spot today.

