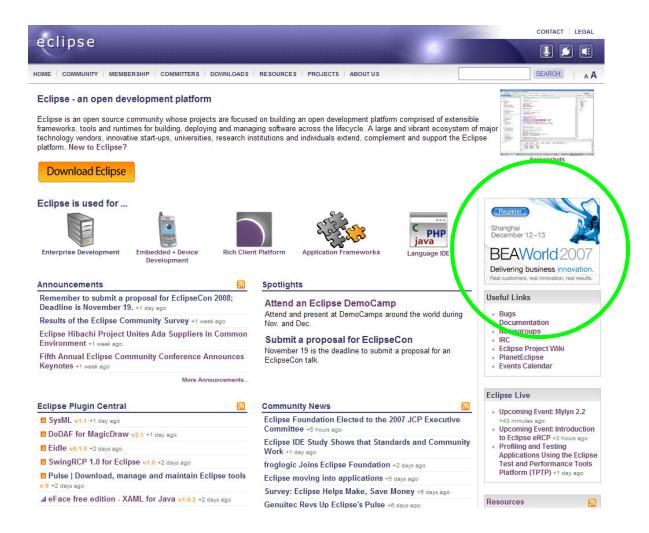
Key Questions

- 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



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.