智捷iOS课堂

iOS中的商业模式-使用苹果iAd广告

51work6.com

到本书成书之前苹果只在11个国家开通了iAd广告，它们是：美国、加拿大、澳大利亚、新西兰、日本、德国、英国、意大利、法国、西班牙和墨西哥。在其它的国家用户看不到应用上的广告。

主要内容

- 横幅广告
- 插页广告
- 查看你的收入

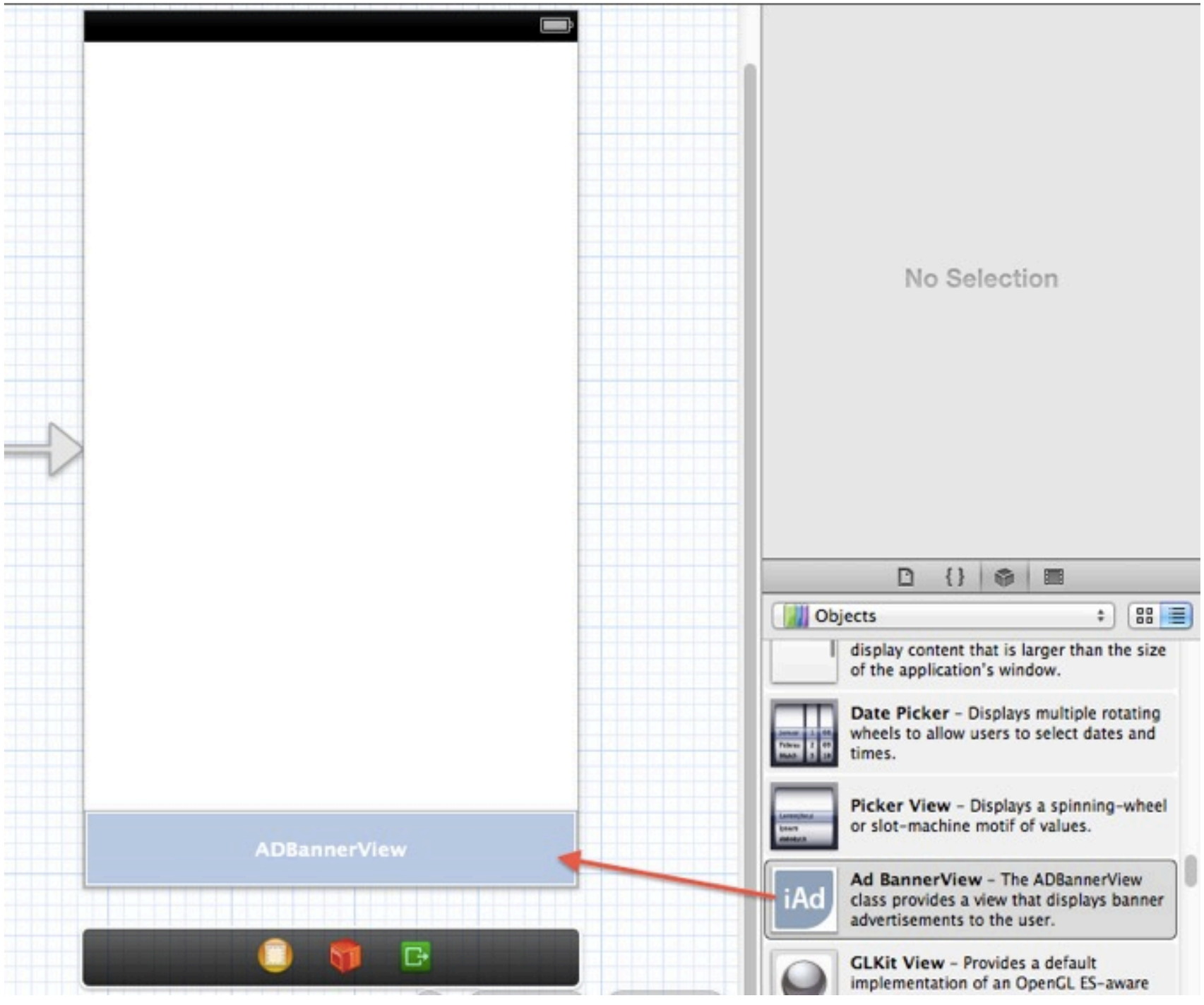
横幅广告

尺寸

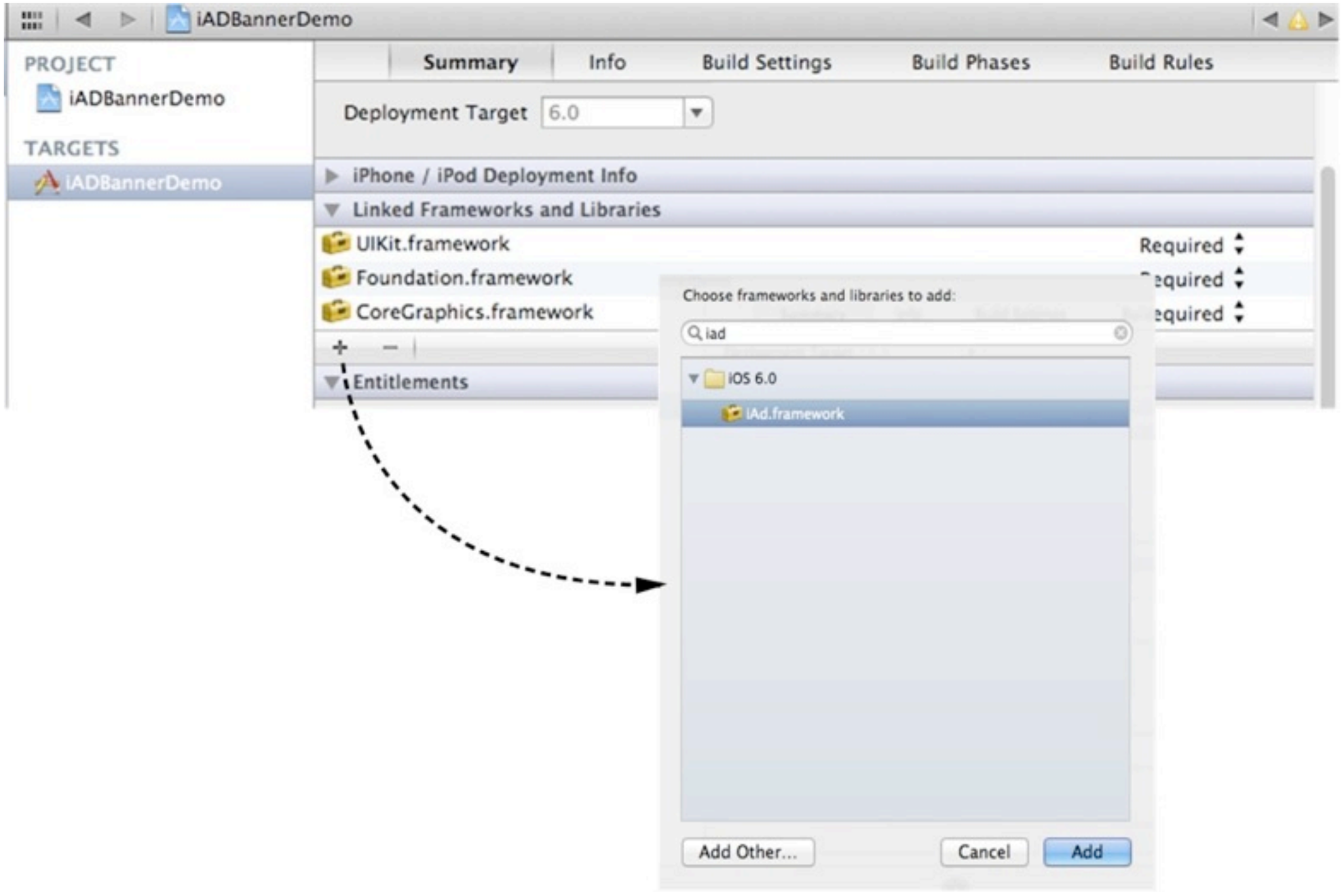
- iPhone和iPod touch横屏是480x32
- iPhone和iPod touch竖屏是320x50
- iPad横屏是1024x66
- iPad竖屏是768x66
- iPhone5屏幕是320 x 568点，横幅广告应该是自适应宽度。

ADBannerView

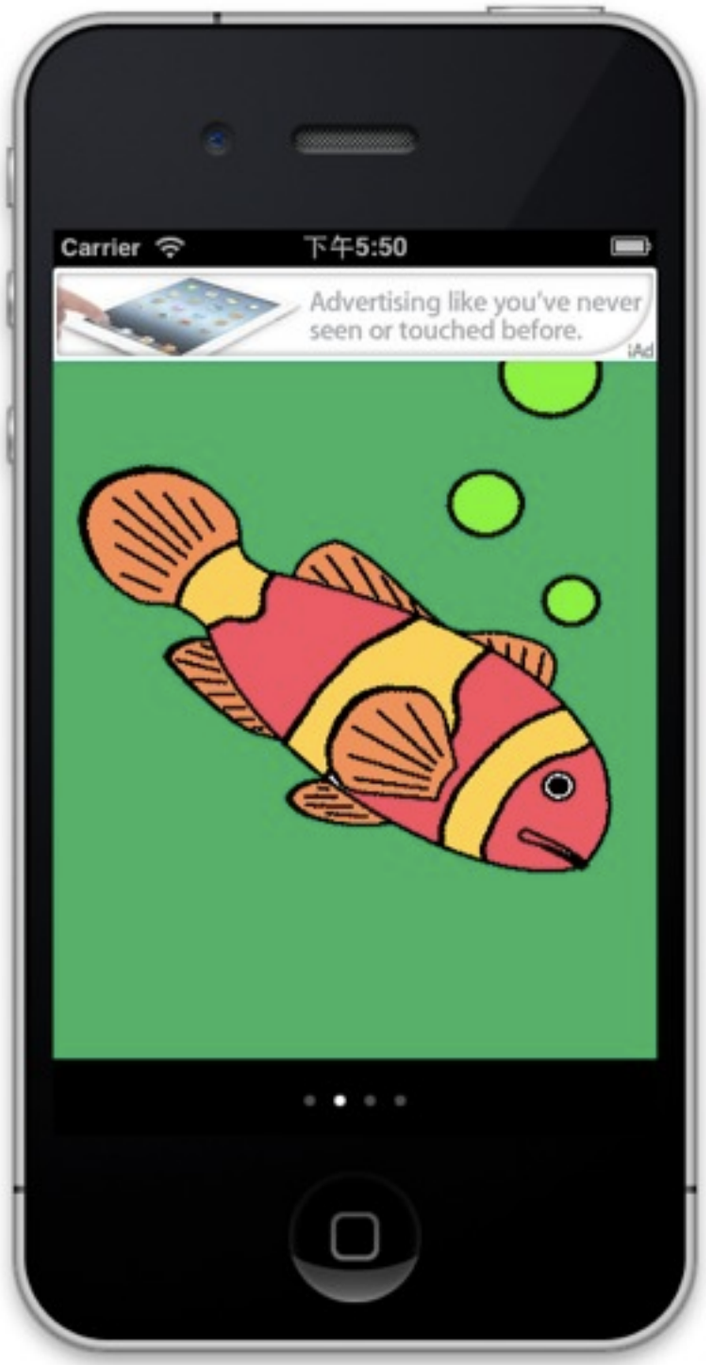
从IB设计器中添加横幅广告栏

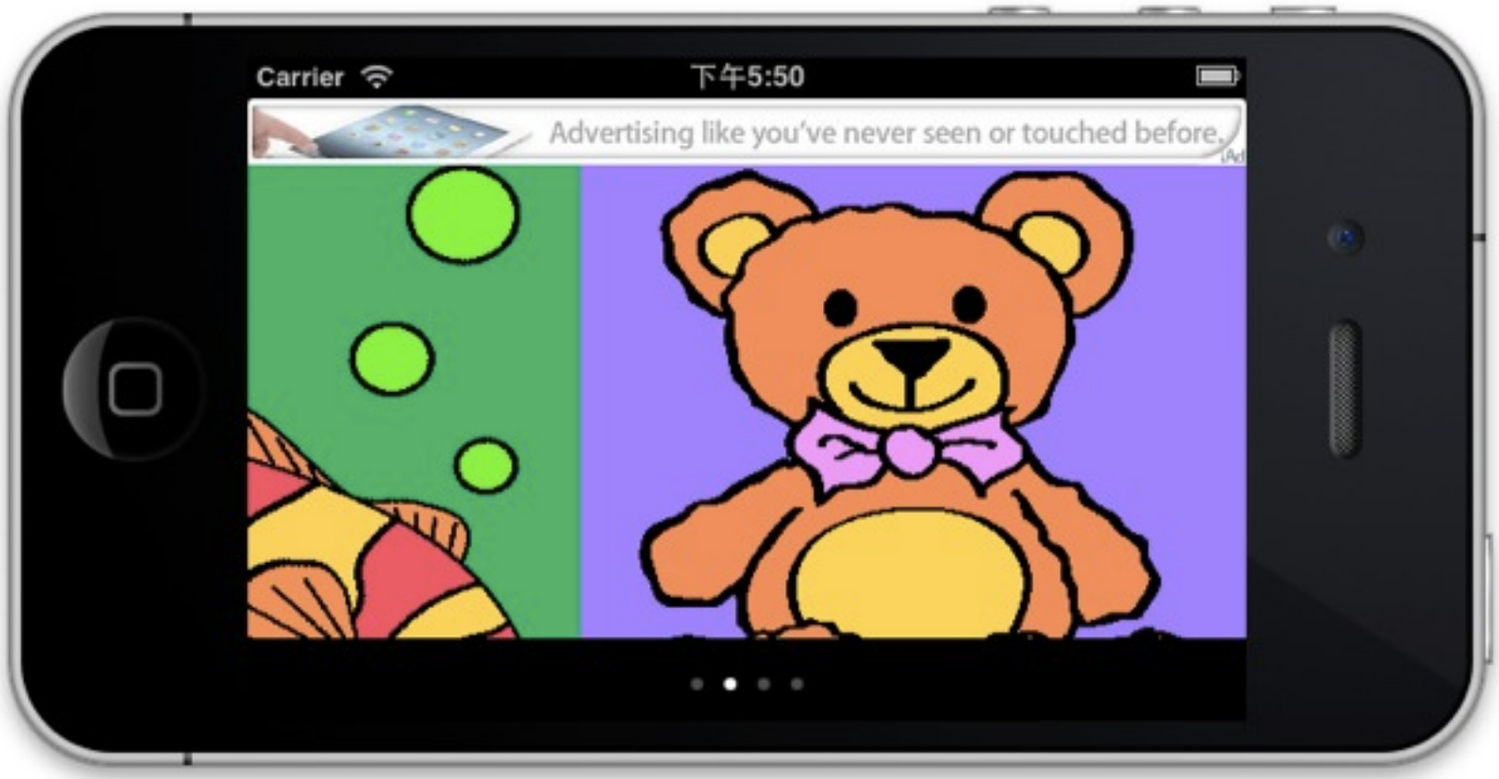


添加iAd框架


iADBannerDemo
PROJECT
iADBannerDemo
TARGETS
iADBannerDemo
Summary
Info
Build Settings
Build Phases
Build Rules
Deployment Target
6.0
iPhone / iPod Deployment Info
Linked Frameworks and Libraries
UIKit.framework
Foundation.framework
CoreGraphics.framework
Required
Entitlements
Choose frameworks and libraries to add:
iad
iOS 6.0
iAd.framework
Add Other...
Cancel
Add

横幅广告栏实例


Carrier
下午5:50
Advertising like you've never seen or touched before.
iAd


Carrier
下午5:50
Advertising like you've never seen or touched before.

ViewController.h

```
#import <UIKit/UIKit.h>
#import <iAd/iAd.h>

@interface ViewController : UIViewController <UIScrollViewDelegate,
ADBannerViewDelegate>

@property (strong, nonatomic) UIImageView *page1;
@property (strong, nonatomic) UIImageView *page2;
@property (strong, nonatomic) UIImageView *page3;
@property (strong, nonatomic) UIImageView *page4;

@property (weak, nonatomic) IBOutlet UIScrollView *scrollView;
@property (weak, nonatomic) IBOutlet UIPageControl *pageControl;
@property (strong, nonatomic) ADBannerView *bannerView;

- (IBAction)changePage:(id)sender;

@end
```

ADBannerView初始化

```
// iOS 6 ADBannerView 实例化采用方法initWithAdType:
if ([ADBannerView instancesRespondToSelector:@selector(initWithAdType:)])
{
    self.bannerView = [[ADBannerView alloc] initWithAdType:ADAdTypeBanner];
    // 设定iOS 6 广告栏自动调整宽度
    self.bannerView.autoresizingMask = UIViewAutoresizingFlexibleWidth;
} else {
    self.bannerView = [[ADBannerView alloc] init];
}

self.bannerView.delegate = self;

[self.view insertSubview:self.bannerView aboveSubview:self.scrollView];
```

设置广告栏尺寸

```
- (void)viewDidLayoutSubviews
{
    [self layoutAnimated:[UIView areAnimationsEnabled]];
}
```

该方法会在重新加载子视图时被调用。

```
- (void)layoutAnimated:(BOOL)animated
{
    // 在iOS 6.0 广告栏是自动调整
    // 为了支持iOS 5.0 及以下版本，还需要设定currentContentSizeIdentifier
#if __IPHONE_OS_VERSION_MIN_REQUIRED < __IPHONE_6_0
    CGRect contentFrame = self.view.bounds;
    if (contentFrame.size.width < contentFrame.size.height) {
        self.bannerView.currentContentSizeIdentifier
                            = ADBannerContentSizeIdentifierPortrait;
    } else {
        self.bannerView.currentContentSizeIdentifier
                            = ADBannerContentSizeIdentifierLandscape;
    }
#endif

    CGRect bannerFrame = _bannerView.frame;
    if (self.bannerView.bannerLoaded) {
       //设置在屏幕上边。
        bannerFrame.origin.y = 0;
    } else {
        //设置在屏幕之外，使之隐藏起来。
        bannerFrame.origin.y -= self.bannerView.frame.size.height;
    }

    [UIView animateWithDuration:animated ? 0.25 : 0.0 animations:^{
        self.bannerView.frame = bannerFrame;
    }];
}
```

```
#if __IPHONE_OS_VERSION_MIN_REQUIRED < __IPHONE_6_0
- (BOOL)shouldAutorotateToInterfaceOrientation:
(UIInterfaceOrientation)interfaceOrientation
{
    return YES;
}
#endif

- (NSUInteger)supportedInterfaceOrientations
{
    return UIInterfaceOrientationMaskAll;
}
```

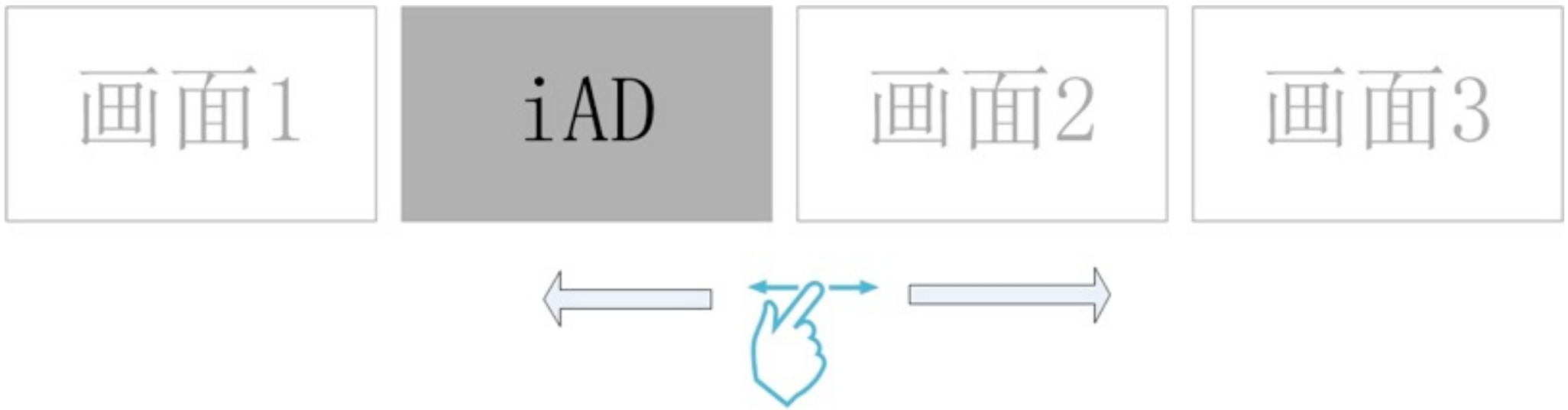
ADBannerViewDelegate委托

```
- (void)bannerViewDidLoadAd:(ADBannerView *)banner
{
    NSLog(@"广告加载成功");
    [self layoutAnimated:YES];
}

- (void)bannerView:(ADBannerView *)banner didFailToReceiveAdWithError:
(NSError *)error
{
    NSLog(@"广告加载失败");
    [self layoutAnimated:YES];
}

- (void)bannerViewActionDidFinish:(ADBannerView *)banner
{
    NSLog(@"广告关闭");
    [self layoutAnimated:YES];
}
```

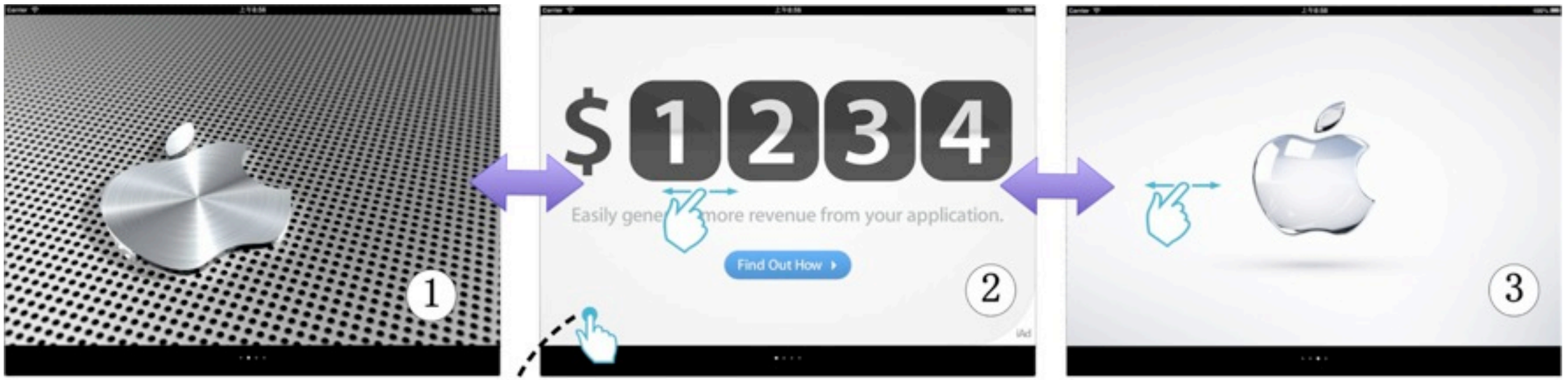
插页广告

- 内容显示场景
- 过渡界面

内容显示场景


画面1
iAD
画面2
画面3

内容显示场景实例


$1234
Easily gene more revenue from your application.
Find Out How
1
2
3

点击弹出模态广告

iAd
Testing. 1, 2, 3.

ViewController.h

```
#import <UIKit/UIKit.h>
#import <iAd/iAd.h>

#define S_WIDTH 1024            //屏幕宽度
#define S_HEIGHT 768            //屏幕高度

@interface ViewController : UIViewController <UIScrollViewDelegate,
ADInterstitialAdDelegate>

@property (strong, nonatomic) NSMutableArray *pageList;

@property (weak, nonatomic) IBOutlet UIScrollView *scrollView;
@property (weak, nonatomic) IBOutlet UIPageControl *pageControl;
@property (strong, nonatomic) ADInterstitialAd *interstitial;

- (IBAction)changePage:(id)sender;

@end
```

ADInterstitialAd初始化

```
- (void)viewDidLoad
{
    [super viewDidLoad];

    self.interstitial = [[ADInterstitialAd alloc] init];
    self.interstitial.delegate = self;

    self.scrollView.delegate = self;

    self.pageList = [[NSMutableArray alloc] init];
    [self.pageList addObject:[[UIImageView alloc] initWithImage:[UIImage
imageNamed:@"apple-1.jpg"]]];
    [self.pageList addObject:[[UIImageView alloc] initWithImage:[UIImage
imageNamed:@"apple-2.jpg"]]];
    [self.pageList addObject:[[UIImageView alloc] initWithImage:[UIImage
imageNamed:@"apple-3.jpg"]]];

    [self reloadPage];

}
```

重新加载界面中的视图

```
-(void)reloadPage
{
    //内容视图高度
    int contentHeight = self.scrollView.frame.size.height;

    self.pageControl.numberOfPages = [self.pageList count];

    self.scrollView.contentSize
            = CGSizeMake([self.pageList count] * S_WIDTH, contentHeight);

    for (int i = 0; i< [self.pageList count]; i++) {
        UIView *view  = self.pageList[i];
        [view removeFromSuperview];
        view.frame = CGRectMake(S_WIDTH * i, 0.0f, S_WIDTH, contentHeight);
        [self.scrollView addSubview:view];
    }
}
```

ADInterstitialAdDelegate委托

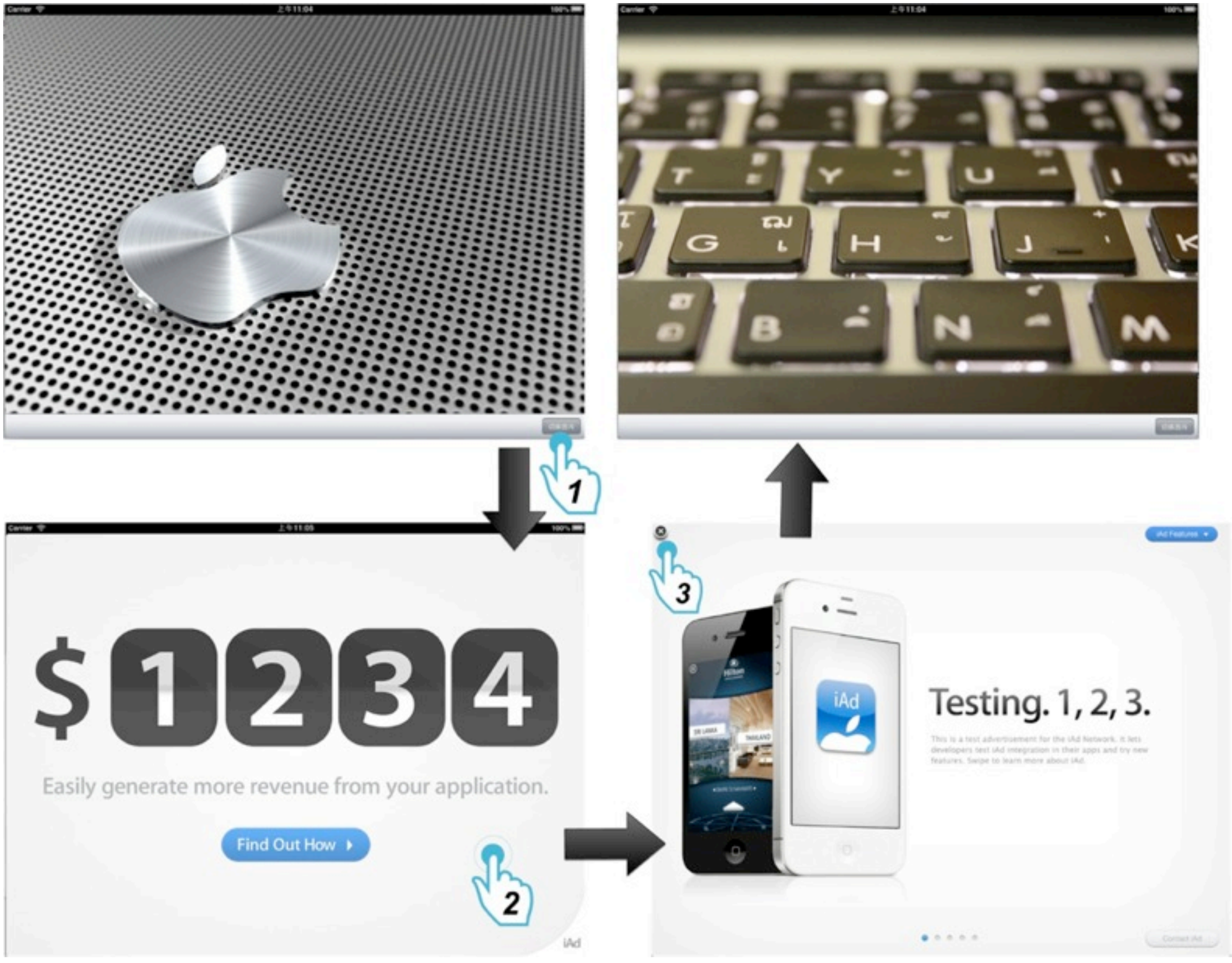
```
// 一个新的广告被加载每次都会调用该方法
- (void)interstitialAdDidLoad:(ADInterstitialAd *)interstitialAd {
    NSLog(@"广告加载成功");
    UIView* interstitialContainer
                        = [[UIView alloc] initWithFrame:CGRectZero];
    [self.pageList insertObject:interstitialContainer
                        atIndex:self.pageControl.currentPage];
    [self reloadPage];
    [self.interstitial presentInView:interstitialContainer];
}
// ADInterstitialAd对象卸载时候调用该方法
- (void)interstitialAdDidUnload:(ADInterstitialAd *)interstitialAd {
    NSLog(@"广告卸载");
    for (UIView* item in self.pageList) {
        if ([item isMemberOfClass:[UIView class]]) {
            [item removeFromSuperview];
            [self.pageList removeObject:item];
            [self reloadPage];
            break;
        }
    }
}
```

```
// 执行一个广告动作执行调用，返回YES可以执行动作，NO不可以执行
- (void)interstitialAd:(ADInterstitialAd *)interstitialAd didFailWithError:
(NSError *)error
{
    NSLog(@"广告加载失败");
}

// 执行一个广告动作执行调用，返回YES可以执行动作，NO不可以执行
- (BOOL)interstitialAdActionShouldBegin:(ADInterstitialAd *)interstitialAd
willLeaveApplication:(BOOL)willLeave
{
    return YES;
}

// 用户关闭模态广告窗口回调该方法
- (void)interstitialAdActionDidFinish:(ADInterstitialAd *)interstitialAd
{
    NSLog(@"广告关闭");
}
```

过渡界面场景

画面1
X
iAD
画面2

过渡界面插页广告实例


1
$1234
Easily generate more revenue from your application.
Find Out How
2
iAd
3
iAd
Testing. 1, 2, 3.

ViewController.h

```
#import <UIKit/UIKit.h>
#import <iAd/iAd.h>

@interface ViewController : UIViewController <ADInterstitialAdDelegate>

@property (strong, nonatomic) UIImageView *page1;
@property (strong, nonatomic) UIImageView *page2;

@property (strong, nonatomic) ADInterstitialAd *interstitial;

- (IBAction)switchView:(id)sender;

@end
```

viewDidLoad方法

```
- (void)viewDidLoad
{
    [super viewDidLoad];

    self.page1 = [[UIImageView alloc] initWithImage:[UIImage
imageNamed:@"apple-1.jpg"]];
    self.page1.frame = CGRectMake(0.0f, 0.0f, 1024.0f, 704.0f);
    [self.view addSubview:self.page1];

    self.page2 = [[UIImageView alloc] initWithImage:[UIImage
imageNamed:@"apple-2.jpg"]];
    self.page2.frame = CGRectMake(0.0f, 0.0f, 1024.0f, 704.0f);

    self.interstitial = [[ADInterstitialAd alloc] init];
    self.interstitial.delegate = self;
}
```

switchView:方法

```
- (IBAction)switchView:(id)sender {

    [UIView animateWithDuration:1.0 animations:^{
        if ([self.page1 superview]) {
            [self.page1 removeFromSuperview];
            [self.view addSubview:self.page2];
        } else {
            [self.page2 removeFromSuperview];
            [self.view addSubview:self.page1];
        }
    } completion:^(BOOL finished) {
        if (self.interstitial.loaded) {
            [self.interstitial presentFromViewController:self];
        }
    }];
}
```

ADInterstitialAdDelegate委托

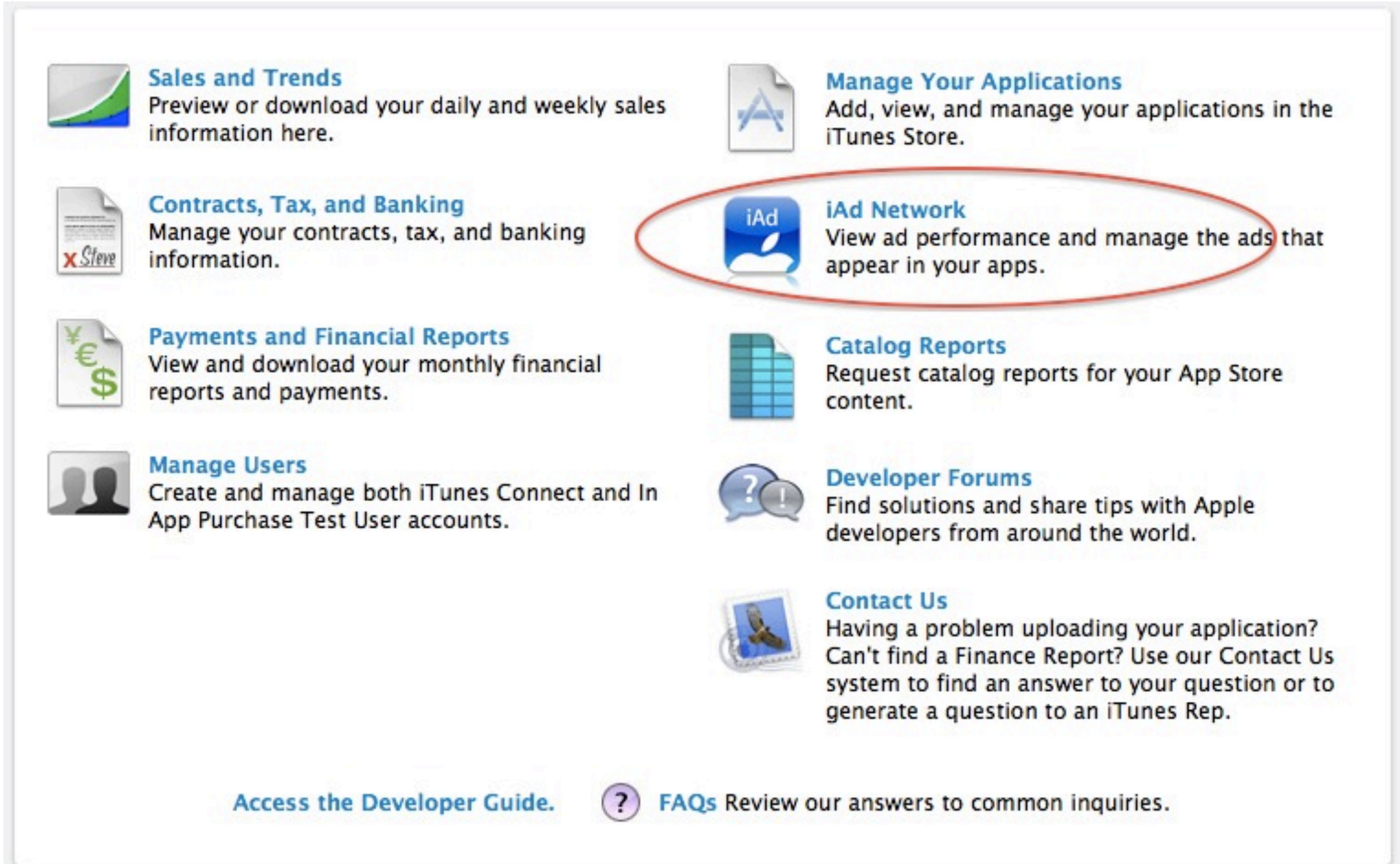
```
// ADInterstitialAd对象卸载时候调用该方法
- (void)interstitialAdDidUnload:(ADInterstitialAd *)interstitialAd
{
    NSLog(@"广告卸载");
    self.interstitial.delegate = nil;
    self.interstitial = [[ADInterstitialAd alloc] init];
    self.interstitial.delegate = self;
}

// 一个新的广告被加载每次都会调用该方法
- (void)interstitialAdDidLoad:(ADInterstitialAd *)interstitialAd
{
    NSLog(@"广告加载成功");
}
```

```
// 获得广告内容出错时候调用该方法
- (void)interstitialAd:(ADInterstitialAd *)interstitialAd didFailWithError:
(NSError *)error
{
    NSLog(@"广告加载失败");
}

// 执行一个广告动作执行调用，返回YES可以执行动作，NO不可以执行
- (BOOL)interstitialAdActionShouldBegin:(ADInterstitialAd *)interstitialAd
willLeaveApplication:(BOOL)willLeave
{
    return YES;
}

// 用户关闭模态广告窗口回调该方法
- (void)interstitialAdActionDidFinish:(ADInterstitialAd *)interstitialAd
{
    NSLog(@"广告关闭");
    self.interstitial.delegate = nil;
    self.interstitial = [[ADInterstitialAd alloc] init];
    self.interstitial.delegate = self;
}
```

查看你的收入

如果我们的应用发布成功可以通过iTunes Connect（https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa）网站查看应用的下载量和广告收入情况。

iTunesConnect登录成功界面



iAd网络Summary部分

My Apps

Summary

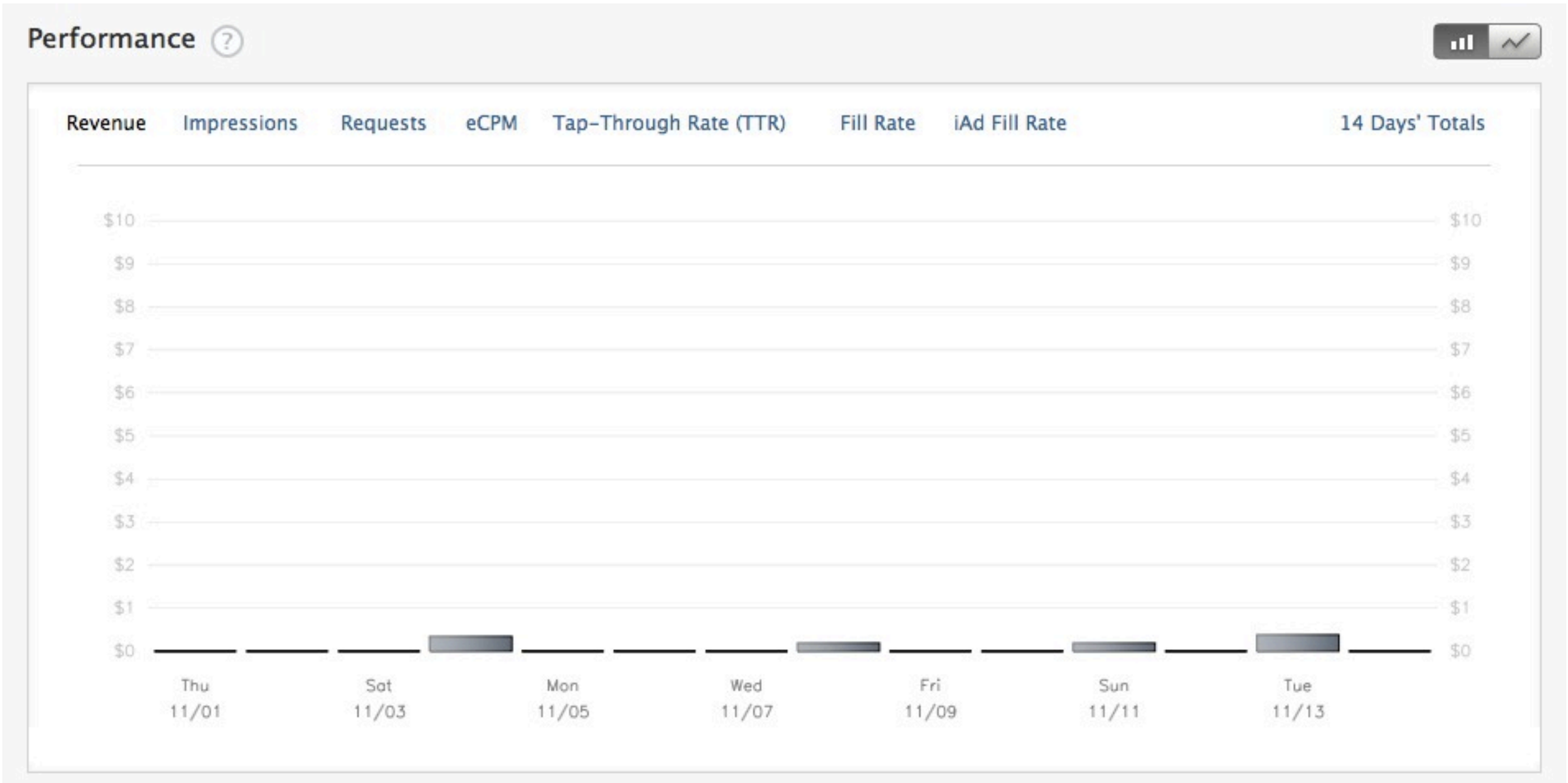
Download Report

This page provides a summary of your ad performance. You can check ad revenue and key metrics by app, country, or date. To view ad performance, or edit information for a specific application, select the app below.

Note: Monthly payments to you are based on Apple's fiscal month. For more information, refer to the iTunes Connect Payments and Financial Reports Guide.

Revenue Last 7 Days	Revenue Today	eCPM Average Last 7 Days	eCPM Average Today
$0.78	$0.00	$7.70	$0.00

iAd网络Performance部分图表



iAd网络Performance部分表格界面

Show: 14 Days Starting on: 11/01/2012

By App By Country By Date

Search Apps

	App	Revenue	eCPM	Requests	Impressions	Fill Rate	iAd Fill Rate	TTR	Ad Status	Actions
	LijiangFree	$0.21	$17.50	12	12	100.00%	100.00%	8.33%	Live Ads	View
	SaPaintLite	$0.92	$7.22	147	127	86.39%	86.39%	3.94%	Live Ads	View
	Virtual Tour to the ...	$0.00	$0.00	7	6	85.71%	85.71%	0.00%	Live Ads	View
	移动手机充值	$0.00	$0.00	3	0	0.00%	0.00%	0.00%	Live Ads	View
	联通手机充值	$0.00	$0.00	2	1	50.00%	100.00%	0.00%	Live Ads	View

Learn more about the iAd Network in the Glossary

- Revenue 收入;
- eCPM effective cost per mille，平均每千次展示价格;
- Requests 请求次数;
- Impressions 浏览次数;
- Fill Rate 填充率，Impressions / Requests结果，这个比例过低说明效果不好;
- iAd Fill Rate iAd广告填充率;
- TTR 点击率，这个指标很能说明广告有效性，广告的收入有展示和点击，点击收入要比展示高。

谢谢