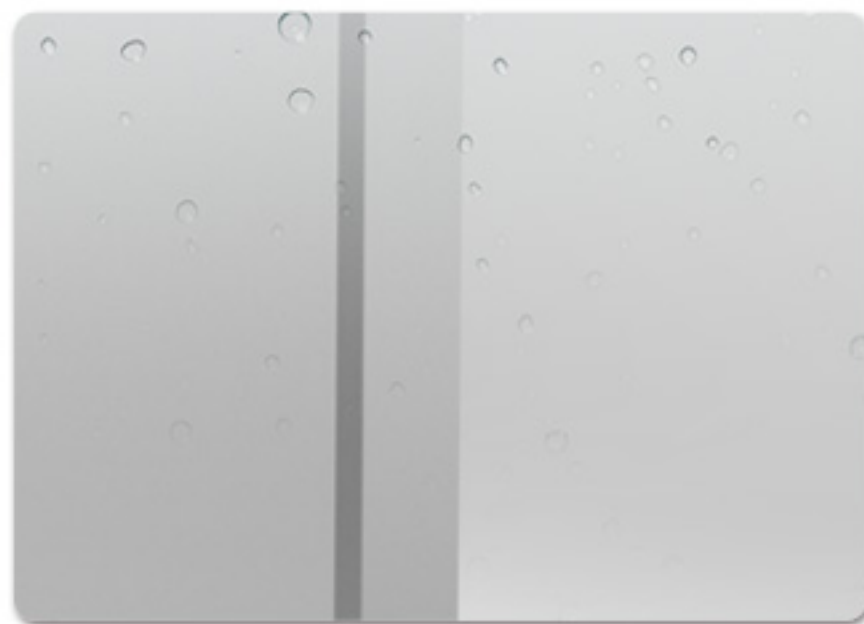


# 智捷iOS课堂

## iOS中的商业模式-使用谷歌AdMob广告



# 主要内容

- 注册AdMob帐号和管理应用
- 下载谷歌AdMob Ads SDK和示例代码
- 添加AdMob横幅广告
- 添加AdMob插页广告
- 为广告提交用户和位置信息
- 搜索广告
- 查看你的收入



# 注册AdMob帐号和管理应用

# AdMob登录与注册



## Log In

### Log in using your AdMob Account

Email:

Password:

[Need to register?](#) | [Forgot your password?](#)

### Log in using your Google Account

Sign in with your  
**Google Account**

Don't have a Google Account?  
[Create an account now](#)

AdMob主页是<https://www.google.com/ads/admob/>, 登录页面网址是<https://www.admob.com/login/>



AdMob应用管理页面

### Today's Revenue

**\$0.12**

	Revenue	eCPM
Yesterday	\$0.16 (-67%)	\$1.27 (-67%)
Last 7 Days	\$2.08 (-22%)	\$2.11 (-3%)

Last updated on 2012-11-14 00:00:00 GMT

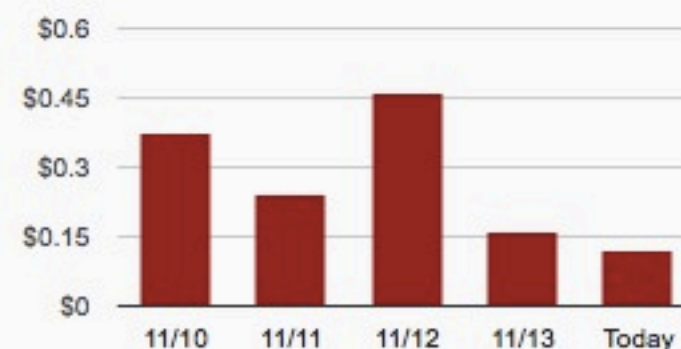
### Estimated Earnings

**\$18.40**

Ad Balance: \$0.00

Payment for **\$103.81** by **Wire** on **2012-10-02**, complete

### Revenue Trends



+ Add Site/App

Set table date range:

2012/08/16 - 2012/11/14

Name	Type	Status	Mediation	Revenue	Requests ▼	eCPM	Fill Rate	RPM
AutoPrepaid			Available	\$8.38	6,032	\$1.45	95.52%	\$1.39
SP			Available	\$11.38	5,882	\$1.99	97.43%	\$1.94
GreatWallTour			Available	\$1.42	758	\$1.93	96.97%	\$1.87
test			Available	\$0.00	0	\$0.00	0.00%	\$0.00
Reporting Manage Settings			Available					
			Configure					
MobileAutoPrepaid			Available	\$0.00	0	\$0.00	0.00%	\$0.00

Showing 1 - 5 of 5

« Previous 1 Next »





下载谷歌AdMob Ads SDK和示例代码

网站<https://developers.google.com/mobile-ads-sdk/download>进入下载页面

# 广告跟踪

---

出于安全的考虑在iOS6之后苹果禁止访问设备的UUID，使得iOS6之后广告主无法跟踪用户，苹果推出了替代技术IDFA，IDFA是临时的标识，广告主可以利用它来跟踪广告，用户可以通过设置应用→通用→关于本机→广告，在设备上设置禁止或开启IDFA访问。

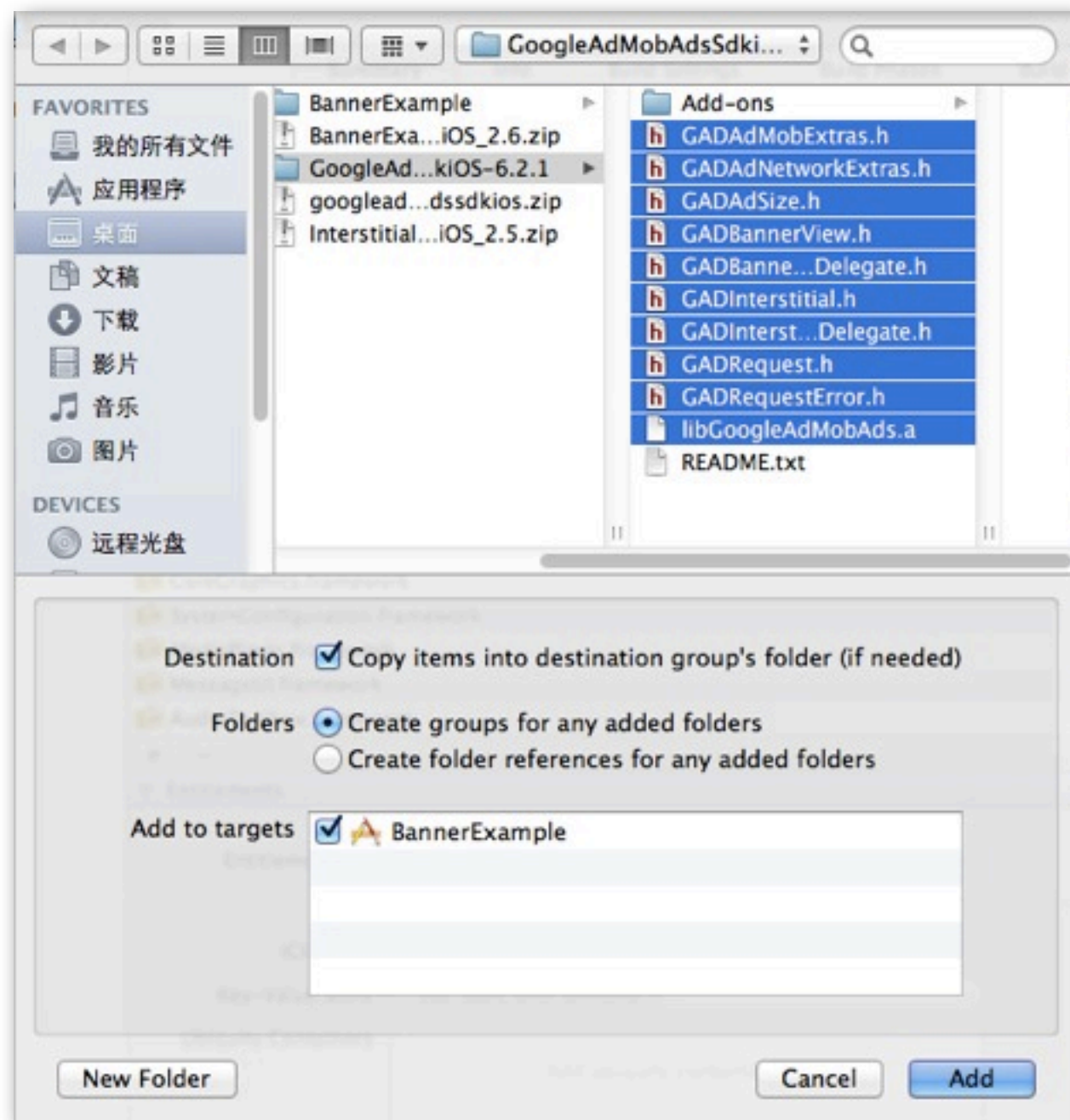
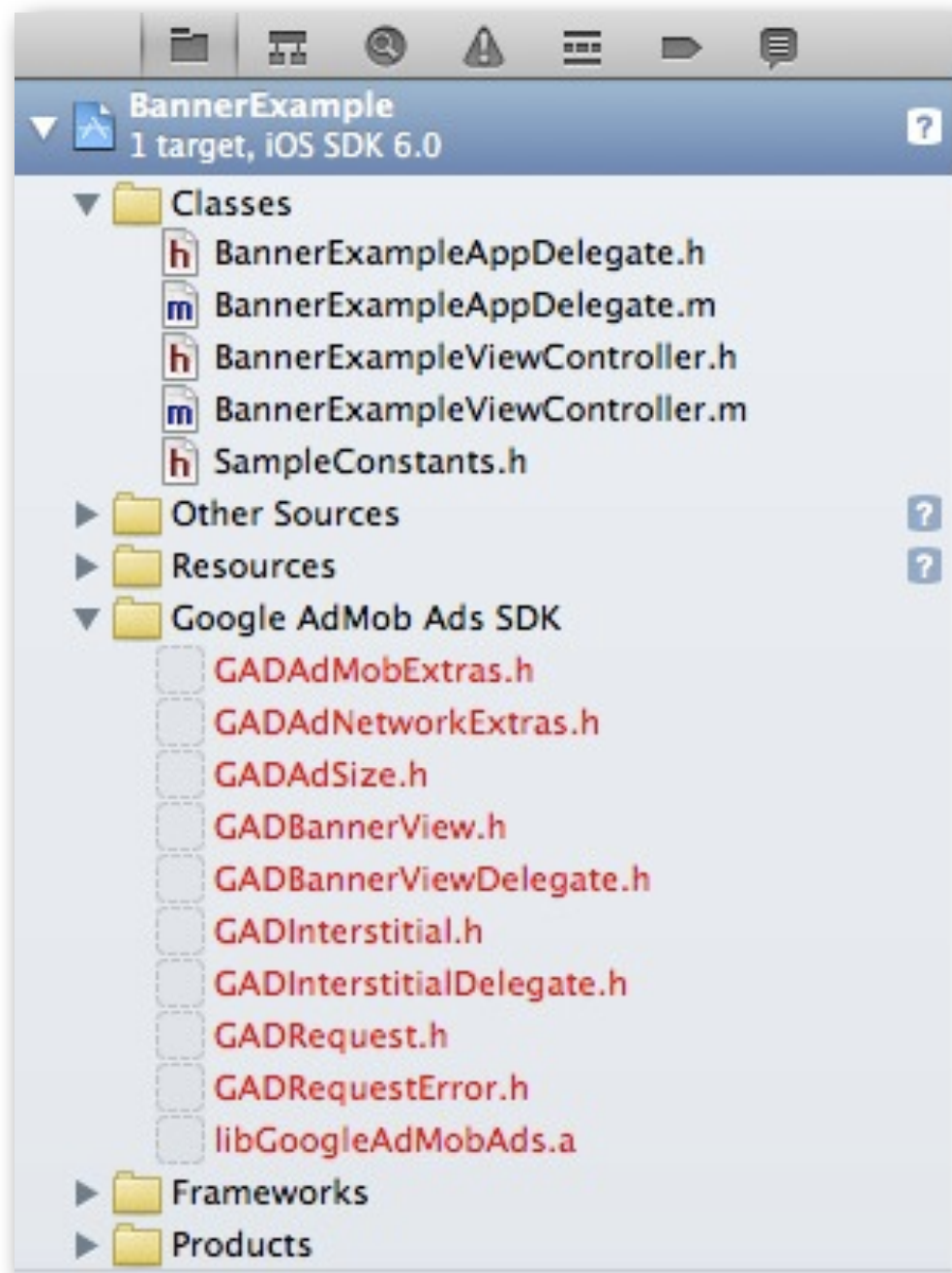




下载和使用示例代码

网站<https://code.google.com/p/google-mobile-dev/downloads/list>进入下载页面





横幅广告BannerExample\_iOS示例



需要修改SampleConstants.h文件，文件中只有一条语句的定义了一个宏kSampleAdUnitID，它是AdMob中添加的应用的发布者ID，修改为自己的发布者ID才能运行。

```
#define kSampleAdUnitID @"a14df1974738141" //@"INSERT_YOUR_ADMOB_ID_HERE"
```





添加AdMob横幅广告

# AdMob横幅广告尺寸

尺寸	适用范围	说明
320×50	iPhone、iPod touch和iPad	标准横幅广告，使用常量kGADAdSizeBanner定义
300×250	iPad	IAB（互动广告协会）规定中矩形广告尺寸，使用常量kGADAdSizeMediumRectangle定义
468×60	iPad	IAB（互动广告协会）规定全尺寸横幅广告尺寸，使用常量kGADAdSizeFullBanner定义
728×90	iPad	IAB（互动广告协会）规定页首横幅尺寸，使用常量kGADAdSizeLeaderboard定义



AdMob需要引入一些框架

- StoreKit
- AudioToolbox
- MessageUI
- SystemConfiguration
- CoreGraphics
- AdSupport



编译参数Other Linker Flags

PROJECT

AdMobBannerDemo

TARGETS

AdMobBannerDemo

Summary	Info	Build Settings	Build Phases	Build Rules
<div>Basic</div> <div>All</div> <div>Combined</div> <div>Levels</div>		<div>AdMobBannerDemo</div>		
Setting				
Module version				
▼ Linking				
Bundle Loader				
Compatibility Version				
Current Library Version				
Dead Code Stripping				
Yes				
Display Mangled Names				
No				
Don't Create Position Independent Exe...				
No				
Don't Dead-Strip Inits and Terms				
No				
Dynamic Library Install Name				
Exported Symbols File				
Initialization Routine				
Link With Standard Libraries				
Yes				
Mach-O Type				
Executable				
Order File				
▼ Other Linker Flags				
-ObjC				
Debug				
-ObjC				
Release				
-ObjC				



GADBannerView



# ViewController.h

```
#import <UIKit/UIKit.h>
#import "GADBannerView.h"

#define kSampleAdUnitID @"a14df1974738141"

@interface ViewController : UIViewController <UIScrollViewDelegate,
GADBannerViewDelegate>

@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) GADBannerView *bannerView;

- (IBAction)changePage:(id)sender;

- (GADRequest *)createRequest;

@end
```



# GADBannerView初始化

```
- (void)viewDidLoad
{
    ...
    //设定广告栏屏幕尺寸, 实例化GADBannerView,
    self.bannerView
        = [[GADBannerView alloc] initWithAdSize:kGADAdSizeBanner];
    //设置应用发布者ID
    self.bannerView.adUnitID = kSampleAdUnitID;
    //设置委托
    self.bannerView.delegate = self;
    //设置广告栏的根视图控制器
    [self.bannerView setRootViewController:self];

    [self.view addSubview:self.bannerView];
    //请求加载广告
    [self.bannerView loadRequest:[self createRequest]];
}
```



```

// 创建广告请求
- (GADRequest *)createRequest {
    GADRequest *request = [GADRequest request];
#ifdef DEBUG
    //设置测试设备，防止测试阶段的无效请求，
    request.testDevices = [NSArray arrayWithObjects:
        @"5F6A1B6D-6283-4BDF-A368-1EAA17F5DE78",nil];
#endif
    return request;
}

- (void)viewDidLoadSubviews
{
    CGRect contentFrame = self.view.bounds;
    if (contentFrame.size.width < contentFrame.size.height) {
        //竖屏情况下设置广告栏的位置
        self.bannerView.center = CGPointMake(self.view.center.x,
            kGADAdSizeBanner.size.height / 2);
    } else {
        //横屏情况下设置广告栏的位置
        self.bannerView.center = CGPointMake(contentFrame.size.width / 2 ,
            kGADAdSizeBanner.size.height / 2);
    }
}

```

获得IDFA（或 IFA 是Identifier for Advertisers缩写，广告主识别码）广告跟踪。




# 获得IDFA

```
#import "AppDelegate.h"
#import <AdSupport/ASIdentifierManager.h>

@implementation AppDelegate

- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions {

#ifdef DEBUG
    // iOS6输出IDFA  iOS < 6输出UDID
    if (NSClassFromString(@"ASIdentifierManager")) {
        NSLog(@"GoogleAdMobAdsSDK ID for testing: %@",
            [[[ASIdentifierManager sharedManager]
            advertisingIdentifier] UUIDString]),
    } else {
        NSLog(@"GoogleAdMobAdsSDK ID for testing: %@",
            [[UIDevice currentDevice] uniqueIdentifier]);
    }
#endif
    return YES;
}

...
@end
```



# GbannerViewViewDelegate委托

```
//广告接收成功
- (void)adViewDidReceiveAd:(GADBannerView *)adView {
    NSLog(@"广告接收成功");
}
//广告接收失败
- (void)adView:(GADBannerView *)view didFailToReceiveAdWithError:
(GADRequestError *)error {
    NSLog(@"广告接收失败 %@", [error localizedFailureReason]);
    //重新请求加载广告
    [self.bannerView loadRequest:[self createRequest]];
}
```



添加AdMob插页广告

- 启动场景
- 结束场景



启动场景





# AppDelegate.h

---

```
#import <UIKit/UIKit.h>
#import "GADInterstitial.h"
#import <AdSupport/ASIdentifierManager.h>

#define INTERSTITIAL_AD_UNIT_ID @"a14df1974738141"

@interface AppDelegate : UIResponder
<UIApplicationDelegate, GADInterstitialDelegate>

@property (strong, nonatomic) UIWindow *window;

@property(n nonatomic, strong) GADInterstitial *splashInterstitial;

- (GADRequest *)createRequest;

@end
```



# AppDelegate.m

```
- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions {
#ifdef DEBUG
    // iOS6输出IDFA  iOS < 6输出UDID
    if (NSClassFromString(@"ASIdentifierManager")) {
        NSLog(@"GoogleAdMobAdsSDK ID for testing: %@",
            [[[ASIdentifierManager sharedManager]
             advertisingIdentifier] UUIDString]);
    } else {
        NSLog(@"GoogleAdMobAdsSDK ID for testing: %@",
            [[UIDevice currentDevice] uniqueIdentifier]);
    }
#endif
    self.splashInterstitial = [[GADInterstitial alloc] init];
    self.splashInterstitial.adUnitID = INTERSTITIAL_AD_UNIT_ID;
    self.splashInterstitial.delegate = self;

    [self.splashInterstitial loadAndDisplayRequest:[self createRequest]
        usingWindow:self.window
        initialImage:[UIImage imageNamed:@"Splash.png"]];

    return YES;
}
```



```
#pragma mark GADRequest generation
// 创建广告请求
- (GADRequest *)createRequest {
    GADRequest *request = [GADRequest request];

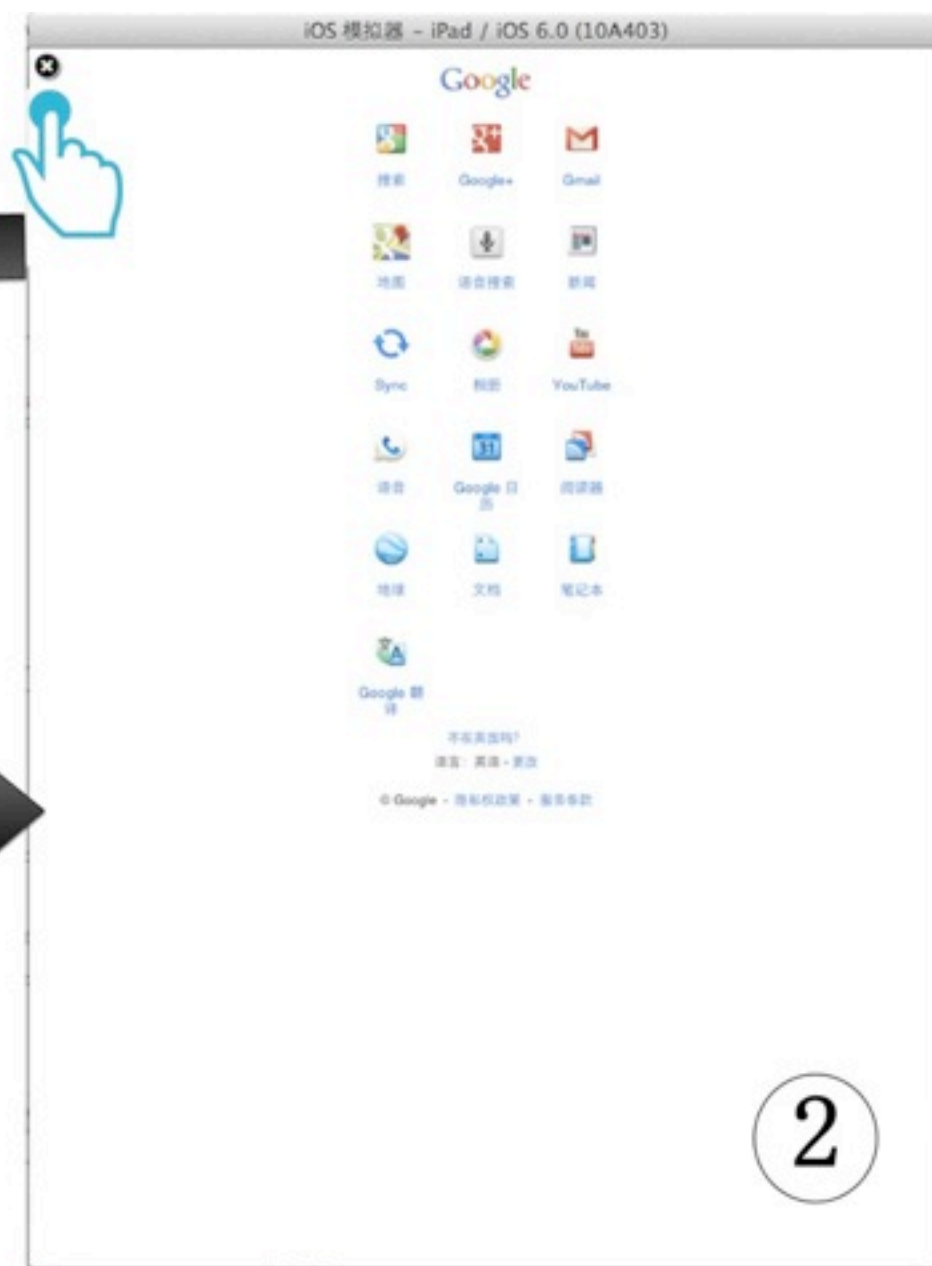
#ifdef DEBUG
    //设置测试设备，防止测试阶段的无效请求，
    request.testDevices = [NSArray arrayWithObjects:
                           @"5F6A1B6D-6283-4BDF-A368-1EAA17F5DE78", nil];
#endif

    return request;
}

#pragma mark GADInterstitialDelegate实现
- (void)interstitial:(GADInterstitial *)interstitial
didFailToReceiveAdWithError:(GADRequestError *)error
{
    NSLog(@"广告接收失败 %@", [error localizedDescription]);
}
```



结束场景



# ViewController.h

```
#import <UIKit/UIKit.h>
#import "GADInterstitial.h"
#import <AdSupport/ASIdentifierManager.h>
#define INTERSTITIAL_AD_UNIT_ID @"a14df1974738141"
@interface ViewController : UIViewController <GADInterstitialDelegate>
{
    NSTimer *timer;           //用于模拟控制游戏进度
}
//进度条
@property (weak, nonatomic) IBOutlet UIProgressView *progressView;
//插页广告GADInterstitial对象属性
@property(n nonatomic, strong) GADInterstitial *interstitial;
//界面中的按钮
@property (weak, nonatomic) IBOutlet UIButton *startButton;
//创建广告请求对象
- (GADRequest *)createRequest;
//更新进度条
-(void)update;
//按钮事件
- (IBAction)start:(id)sender;
@end
```



# ViewController.m

---

```
- (IBAction)start:(id)sender {  
    self.startButton.enabled = NO;  
  
    timer = [NSTimer scheduledTimerWithTimeInterval:1.0  
                                                    target:self  
                                                    selector:@selector(update)  
                                                    userInfo:nil  
                                                    repeats:YES];  
  
}
```





```
-(void)update
{
    self.progressView.progress += 0.1;
    if (self.progressView.progress == 1.0) {
        //游戏结束
        NSLog(@"游戏结束");
        [timer invalidate];
        timer = nil;

        //初始化广告
        self.interstitial = [[GADInterstitial alloc] init];

        self.interstitial.adUnitID = INTERSTITIAL_AD_UNIT_ID;
        self.interstitial.delegate = self;
        [self.interstitial loadRequest:[self createRequest]];
    }
}
```



```
- (GADRequest *)createRequest {  
    GADRequest *request = [GADRequest request];  
  
    #ifdef DEBUG  
        //设置测试设备，防止测试阶段的无效请求，  
        request.testDevices = [NSArray arrayWithObjects:  
                                @"5F6A1B6D-6283-4BDF-A368-1EAA17F5DE78", nil];  
    #endif  
  
    return request;  
}
```



# GADInterstitialDelegate委托

```
#pragma mark GADInterstitialDelegate实现
- (void)interstitial:(GADInterstitial *)interstitial
didFailToReceiveAdWithError:(GADRequestError *)error {
    NSLog(@"广告接收失败 %@", [error localizedDescription]);
}

- (void)interstitialDidReceiveAd:(GADInterstitial *)interstitial {
    NSLog(@"广告接收成功");
    [self.interstitial presentFromRootViewController:self];
    self.startButton.enabled = YES;
    self.progressView.progress = 0.0;
}
```



为广告提交用户和位置信息

# createRequest代码

```
- (GADRequest *)createRequest {
    GADRequest *request = [GADRequest request];

    //设定性别
    request.gender = kGADGenderMale;
    //设置出生年月日
    [request setBirthdayWithMonth:12 day:7 year:1973];
    //设置位置信息
    [request setLocationWithLatitude:39.904667
                               longitude:116.408198
                               accuracy:1000];

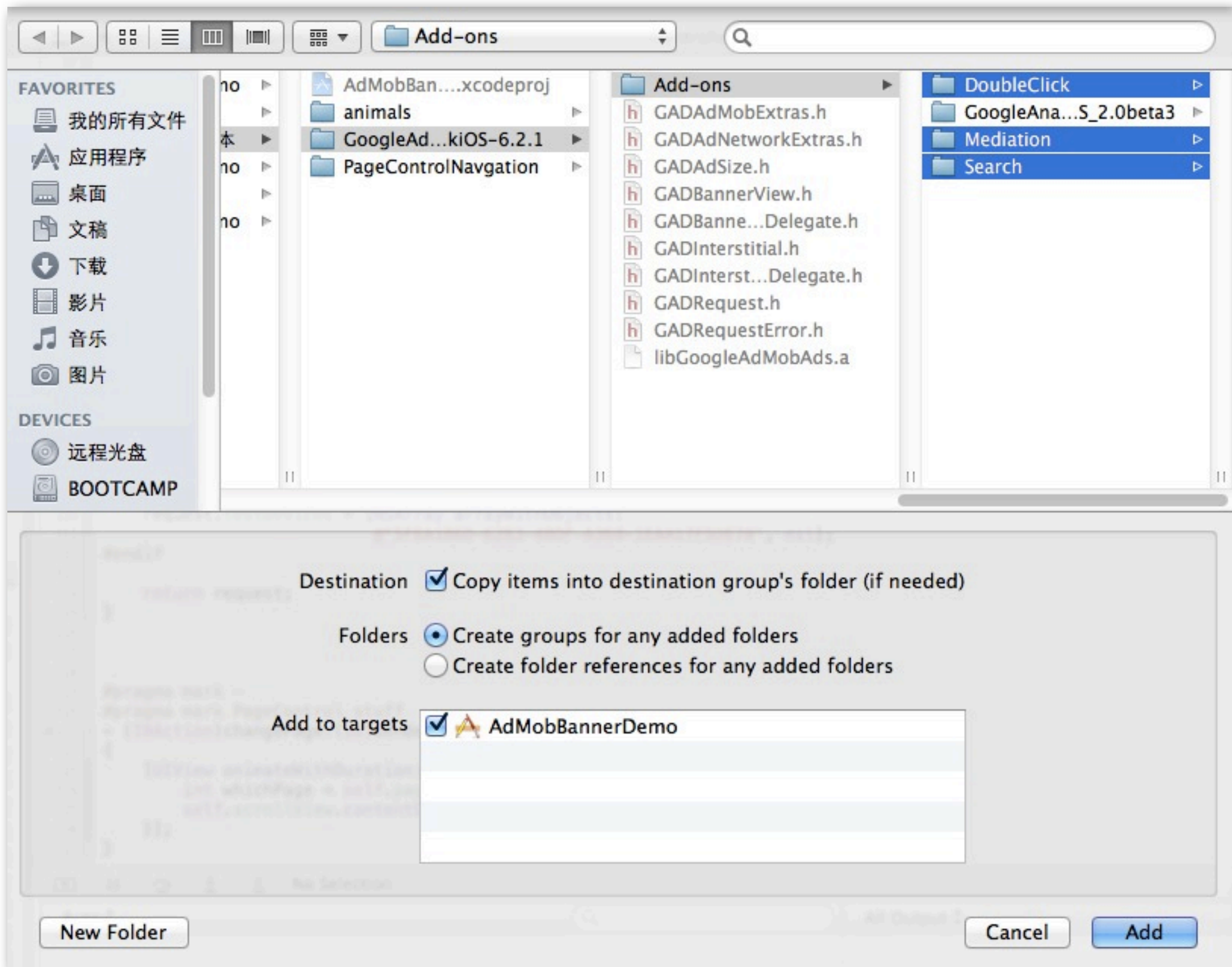
    //设置位置描述信息
    [request setLocationWithDescription:@"美食城"];
#ifdef DEBUG
    //设置测试设备，防止测试阶段的无效请求，
    request.testDevices = [NSArray arrayWithObjects:
                           @"5F6A1B6D-6283-4BDF-A368-1EAA17F5DE78", nil];
#endif

    return request;
}
```



# 搜索广告

# 导入Add-ons目录





# ViewController.h

```
#import <UIKit/UIKit.h>
#import "GADSearchBannerView.h"
#import "GADSearchRequest.h"

#define kSampleAdUnitID @"a14df1974738141"

@interface ViewController : UIViewController <UIScrollViewDelegate,
GADBannerViewDelegate>

@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) GADSearchBannerView *bannerView;
- (IBAction)changePage:(id)sender;

- (GADRequest *)createRequest;

@end
```



# ViewController.m

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

    ...

    //设定广告栏屏幕尺寸, 实例化GADSearchBannerView,
    self.bannerView
        = [[GADSearchBannerView alloc] initWithAdSize:kGADAdSizeBanner];
    //设置应用发布者ID
    self.bannerView.adUnitID = kSampleAdUnitID;
    //设置委托
    self.bannerView.delegate = self;
    //设置广告栏的根视图控制器
    [self.bannerView setRootViewController:self];

    [self.view addSubview:self.bannerView];
    //请求加载广告
    [self.bannerView loadRequest:[self createRequest]];
}
```



```
// 创建广告请求
- (GADRequest *)createRequest {

    GADSearchRequest *adRequest = [[GADSearchRequest alloc] init];

    [adRequest setQuery:@"学习英语"];

    GADRequest *request = [adRequest request];

#ifdef DEBUG
    //设置测试设备，防止测试阶段的无效请求，
    request.testDevices = [NSArray arrayWithObjects:
                           @"5F6A1B6D-6283-4BDF-A368-1EAA17F5DE78", nil];
#endif

    return request;
}
```



查看你的收入

查看AdMob收入图表

### 当日收入

**\$0.00**

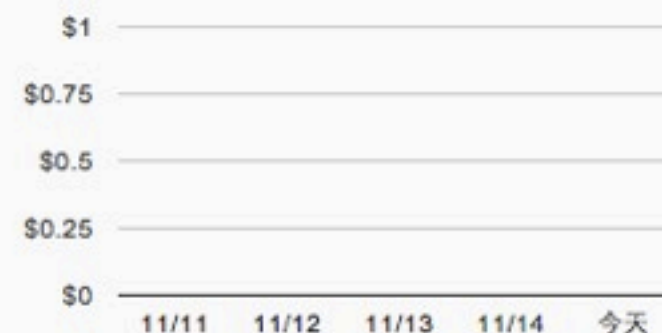
	收入	每千次有效展示费用 (eCPM)
昨天	\$0.00 (0%)	\$0.00 (0%)
过去 7 天	\$0.00 (0%)	\$0.00 (0%)
上次更新时间 2012-11-15 00:00:00 GMT		

### 估算收入

**\$0.00**

广告余额: \$0.00

### 盈利趋势



+ 添加网站/应用程序

设置表日期范围:

2012/10/16 - 2012/11/15

名称	类型	状态	中介	收入 ▼	请求	每千次有效展示费用 (eCPM)	广告投放率	RPM
test			可用	\$0.00	0	\$0.00	0.00%	\$0.00

正在显示 1 - 第 1 个, 共 1 个

« 上一个 1 下一个 »

帐户总额:				\$0.00	0	\$0.00	0.00%	\$0.00
-------	--	--	--	--------	---	--------	-------	--------

Google 广告的点击次数和展示次数最多可能要在 48 小时后才会在帐户中显示。

[词汇表](#)



谢谢