

iOS AdMob Ad Renderer

Summary

FWAdMobViewAdRenderer is a renderer which is responsible for displaying the AdMob company ad.

Tested Version

20100908 //this is what dumps from NSLog(@"%@", [AdMobView version]);

Which kind of ad can be played

- It depends AdMob

Which content types, slot types and ad units are supported

Supported Content Types or Wrapper Types:

- external/admob-view
- external/admob-interstitial

Supported Slot Types:

- preroll
- postroll
- display

Supported Ad Units:

- video
- display

common parameters are supported

Name	Constant	Description	Required	Default Value	Valid Values
publisherId	(not seen by player)	the publisher Id get from AdMob web site	Yes		
postalCode	FW_PARAMETER_POSTAL_CODE	the postal code of current App user	NO		
areaCode	FW_PARAMETER_AREA_CODE	the area code of current App user	NO		
dateOfBirth	FW_PARAMETER_DATE_OF_BIRTH	the birth day of current App user	NO		should be a NSDate object
gender	FW_PARAMETER_GENDER	the gender of current app user	NO		must be string "male" of "female" (but will pass "m" of "f" to AdMob)
keywords	FW_PARAMETER_KEYWORDS	the keywords	NO		
searchString	FW_PARAMETER_SEARCH_STRING	the search string	NO		

testMode	FW_PARAMETER_ADMOB_TEST_MODE	control whether the AdMob renderer in test mode, if in test mode, current devices uid & emulator will be auto added as test devices for request to AdMob server	NO		<ul style="list-style-type: none"> • "true" • "false" • "yes" • "no"
testAction	FW_PARAMETER_ADMOB_TEST_ACTION	Forces a specific type of test ad to be returned when in test mode. Optionally use this to see how your application responds when different types of ads are clicked. Valid values are defined by AdMob so FreeWheel renderer won't validate input value is among them but simply pass by. Note: by our testing with AdMob test ad, this param doesn't work well with interstitial ad. Interstitial Ad can only use "video_int" parameter	NO		<ul style="list-style-type: none"> • url - Click-to-Browser for promoting websites • app - Click-to-Market for promoting Android applications • canvas - Click-to-Canvas which is a notice that appears over current screen • call - Click-to-Phone Call • movie - Click-to-YouTube • video_int - only used in AdMobInterstitialAdRenderer

parameters for AdMob View Renderer

Name	Constant	Description	Required	Default Value	Valid Values
backgroundColor	(not seen by player)	Comma Separated List of RGBA Values	Hex int ARGB value of AdMob view ad background color, in #AARRGGBB or #RRGGBB format. For example #ffffff for opaque-white, and #000000 for black.		
primaryTextColor	(not seen by player)	Comma Separated List of RGBA Values	Hex int ARGB value of AdMob view ad background color, in #AARRGGBB or #RRGGBB format. For example #ffffff for opaque-white, and #000000 for black.		
secondaryTextColor	(not seen by player)	Comma Separated List of RGBA Values	Hex int ARGB value of AdMob view ad background color, in #AARRGGBB or #RRGGBB format. For example #ffffff for opaque-white, and #000000 for black.		
requestInterval	(not seen by player)	an value representing seconds between ad refreshes, if set, The AdMob View Ad will be refreshed every requestInterval seconds	NO		

parameters for AdMob InterstitialAd Renderer

Name	Constant	Description	Required	Default Value	Valid Values
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interstitialType	FW_PARAMETER_ADMOB_INTERSTITIAL_TYPE	the ad type of AdMob IntersitialAd	NO	<ul style="list-style-type: none"> • If slot is preroll slot, preroll • If slot is postroll slot, postroll • Otherwise, screenChange 	*screenChange *appStart *preroll *postroll *other
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Context

More Info of AdMob :

<http://www.admob.com/>

Ad Mob Ad Types:

<http://helpcenter.admob.com/content/ad-unit-display-matrix>