

iOS Millennial Ad Renderer



Millennial(MM) Ad Renderer with MM SDK 4.5.2.

1. Supported MAd Type and Slot Type - mapping

MM Ad Renderer supported Display Ad and Takeover(Interstitial) Ad from Millennial SDK.

FW Content Type	FW Slot Type	FW Renderer Class	MM Ad Type	Description
external/millennial-media-takeover	PREROLL MIDROLL POSTROLL DISPLAY(Launch)	FWMillennialTakeoverAdRenderer	Takeover(Interstitial): MMFullScreenAdTransition for Pre/Mid/Post MMFullScreenAdLaunch for Display	Full Screen
external/millennial-media-display	DISPLAY PREROLL MIDROLL POSTROLL OVERLAY	FWMillennialDisplayAdRenderer	Display	Banner

2. Supported Capability

- Impression: Display and Takeover
- Click: Display only

3. Parameters

Name	Description	Required	Default Value	Valid Value
FW_PARAMETER_MILLENNIAL_APIID ("renderer.millennial.apid")	Client's Millennial Media Application ID	YES	-----	NSString

FW_PARAMETER_MILLENNIAL_ACCELEROMETER_ENABLE ("renderer.millennial.enableAccelerometer")	Boolean indicating whether or not app uses accelerometer. Set to true/YES if app uses accelerometer, false/NO otherwise	NO	'false'/'NO'	'false'/'NO' 'true'/'YES'
FW_PARAMETER_MILLENNIAL_AD_TYPE ("renderer.millennial.adType")	Constant defining which kind of display/takeover ad from MM	YES	-----	(Case insensitive String) 'MMBannerAdTop' 'MMBannerAdBottom' 'MMBannerAdRectangle' 'MMFullscreenAdLaunch' 'MMFullscreenAdTransition'
FW_PARAMETER_POSTAL_CODE	Postal code. For MMSDK, use key 'zip'	NO	-----	
FW_PARAMETER_DATE_OF_BIRTH	Date of birth. For MMSDK, use key 'age'	NO	-----	NSDate object
FW_PARAMETER_GENDER	Generer. For MMSDK, use key 'gender'	NO	-----	"male" / "female"
FW_PARAMETER_KEYWORDS	Keywords. For MMSDK, use key 'kw'	NO	-----	
FW_PARAMETER_MARITAL	Marital status. For MMSDK, use key 'marital'	NO	-----	"single"/"married"
FW_PARAMETER_ETHNICITY	Ethnicity. For MMSDK, use key 'ethnicity'	NO	-----	hispanic, africanamerican, asian, indian, middleeastern, nativeamerican, pacificislander,white,other
FW_PARAMETER_ORIENTATION	Orientation. For MMSDK, use key 'orientation'	NO	-----	straight, bisexual, notsure, gay
FW_PARAMETER_INCOME	Income of the user. For MMSDK, use key 'income'	NO	-----	

4.Display Ad Type and Ad Size

Before v4.6, there is a binding between Ad type and ad size:

Ad Type	Frame Origin Point(x,y)	Frame Size(w * h)
MMBannerAdRectangle	(0,0)	300*250
iPad MMBannerAdTop MMBannerAdBottom	(0,0)	728*90
iPhone MMBannerAdTop MMBannerAdBottom	(0,0)	320*53

Since v4.6, as MMSDK behavior has changed, no matter which size is set, MMSDK will adjust to best suitable size. So binding between ad size and ad type is remove.

And the renderer will directly give the rendition size (slot size as fallback) to MMSDK.

5. Display Ad Type and Positioning

Slot \ MM Ad Type	MMBannerAdRectangle	MMBannerAdTop	MMBannerAdBottom
Overlay	bc	bc	bc
Preroll Midroll Postroll	mc	tc	bc

Ad in display slot will locate at the (0,0) relative to slotBase.

6. Error Condition

Conditions	Indication	Renderer Error
No ad available		ERROR_NO_AD_AVAILABLE
Missing DISPLAY_AD_TYPE	FW_PARAMETER_MILLENNIAL_DISPLAY_AD_TYPE is not set	ERROR_MISSING_PARAMETER
Missing APID	FW_PARAMETER_MILLENNIAL_APID is not set	ERROR_MISSING_PARAMETER