


# WILEY

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A person wearing a white, vertically striped shirt is holding a black tablet. Their hands are visible, with fingers touching the screen. A semi-transparent white rectangular box is centered over the middle of the image, containing the text '通过广告来盈利' in a bold, black, sans-serif font. The background is a blurred blue and green, suggesting an outdoor setting.

通过广告来盈利



通过广告来为应用实现

连接各大广告平台

A black tablet with a silver bezel is shown from a top-down perspective. The screen is black, and a white rectangular box is centered on it. Inside this box, the Chinese text '通过广告来盈利' is written in a black, sans-serif font. The tablet has a small circular camera lens on the right side of the bezel and a small vertical slot on the left side.

通过广告来盈利

# 广告平台

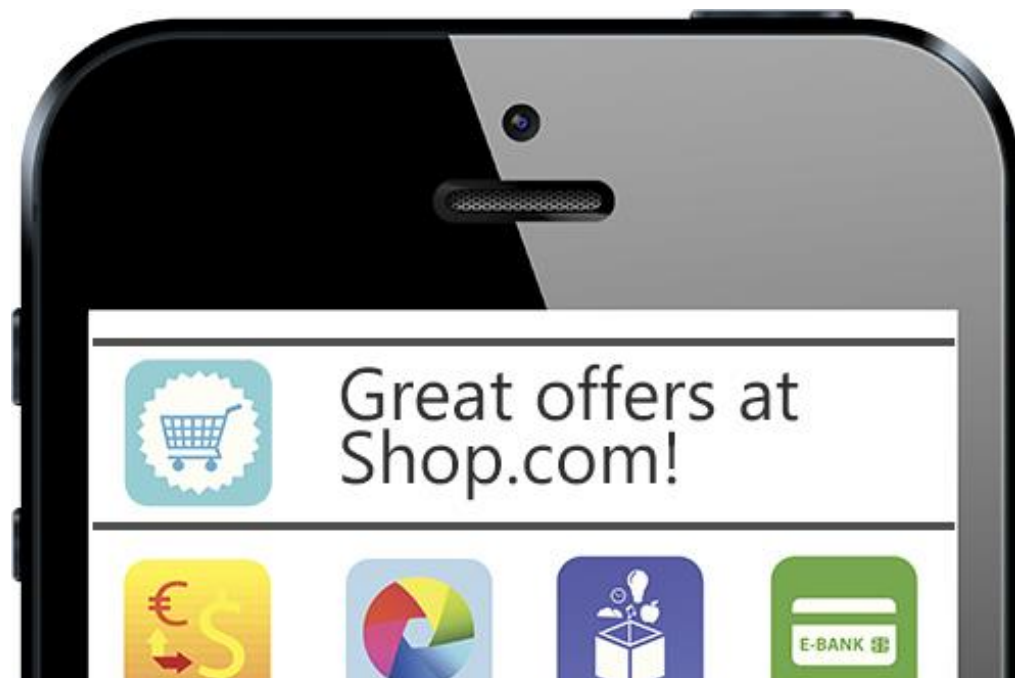
iAd和AdMob

iAd – 苹果支持的广告平台

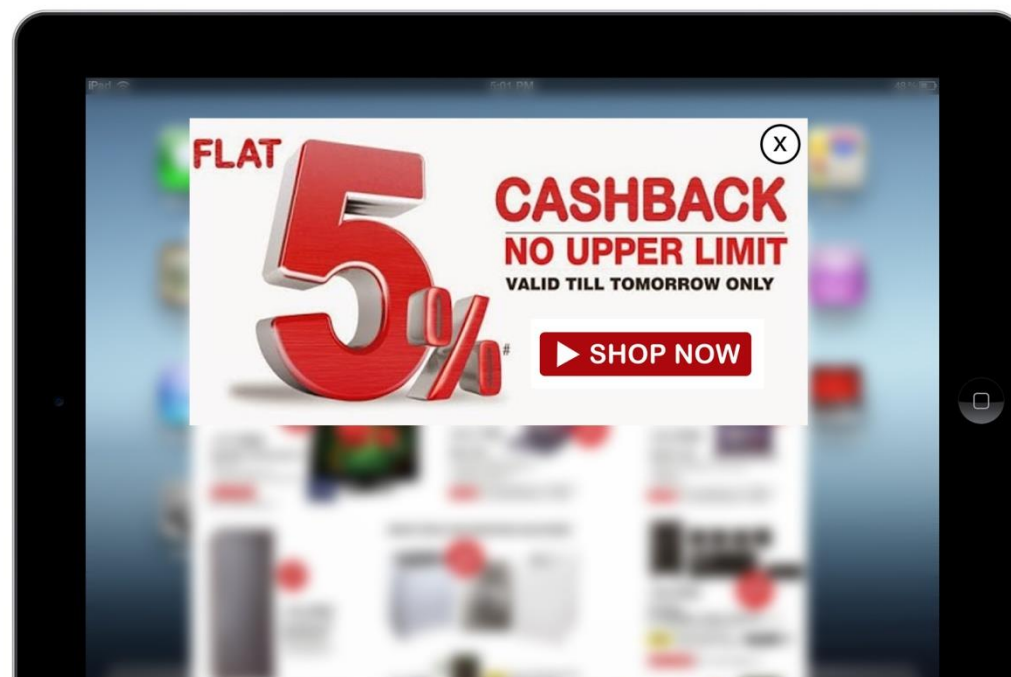
AdMob – 谷歌支持的广告平台



# iAd平台



Banner Views – 只使用屏幕的一部分来显示一个横幅广告



全屏广告 – 由iAd网络提供的整页广告内容



# iAd框架

从iAd网络下载  
和呈现广告

## 🍏 iTunes Connect



### Application Loader 2.9

Application Loader helps you to prepare and submit your apps to the App Store. You can also use this tool to create In-App Purchases for your apps. Application Loader is part of Xcode and is also available for download separately from the Manage Your Apps module.

The 2.9 update is recommended for all Application Loader users and contains the following enhancement:

- Localization for Dutch, French, German, Italian, Japanese, Korean, Simplified Chinese, Traditional Chinese, and Spanish.

For detailed information on this update, see the Application Loader guide in the Manage Your Apps module.



### Sales and Trends

View and download your sales and trends information.



### Contracts, Tax, and Banking

Manage your contracts, tax, and banking information.



### Payments and Financial Reports

View and download your earnings, payments, and financial reports.



### Manage Users

Add, view, and manage iTunes Connect users and In-App Purchase test accounts.



### Manage Your Apps

Add, view, and manage your App Store apps.



### Grow Your Business With iAd

Monetize your apps and drive downloads.



### Catalog Reports

Request catalog reports for your App Store content.



### Developer Forums

Find solutions and share tips with Apple developers from around the world.



### Contact Us

Find answers or submit a question to an App Store representative.

[Access the Developer Guide.](#)



[FAQ](#) Review our answers to common inquiries.



# 使用iAd广告

Choose options for your new project:

Product Name: MyiAdDemo

Organization Name: YourDeveloper

Organization Identifier: net.yourdeveloper

Bundle Identifier: net.yourdeveloper.MyiAdDemo

Language: Objective-C

Devices: iPhone

☐ Use Core Data

Cancel Previous Next

# 使用iAd广告

```
#import "YDViewController.h"
#import <iAd/iAd.h>
@interface YDViewController
()<ADBannerViewDelegate>
{
    ADBannerView* adBannerView;
    BOOL bannerIsVisible;
}
@end
@implementation YDViewController
```

```
- (void)viewDidLoad
{
    [super viewDidLoad];
    // Do any additional setup after loading the
    view, typically from a nib.
    adBannerView = [[ADBannerView alloc]
initWithFrame:CGRectMake(0,20,
self.view.frame.
size.width, 50)];
[adBannerView
setAutoresizingMask:UIViewAutoresizingFlexi
bleWidth];
adBannerView.delegate=self;
[self.view addSubview:adBannerView];
}
```

# 使用iAd广告



横幅填充率 = 提供广告和请求数之比

# 使用iAd广告

bannerViewDidLoadAd: - invoked once an **advertisement is loaded**

bannerView:didFailToReceiveAdWithError: - invoked if the **network cannot serve an advertisement**

```
-  
(void)bannerViewDidLoadAd:(ADBannerView *)banner  
{  
    bannerIsVisible=YES;  
}  
- (void)bannerView:(ADBannerView *)banner  
  didFailToReceiveAdWithError:(NSError *)error  
{  
    bannerIsVisible=NO;  
}
```

# 使用iAd广告

```
- (void)willRotateToInterfaceOrientation:(UIInterfaceOrientation)
toInterfaceOrientation duration:(NSTimeInterval)duration
{
    if (UIInterfaceOrientationIsLandscape(toInterfaceOrientation))
        [adBannerView
         setAutoresizingMask:UIViewAutoresizingFlexibleWidth];
    else
        [adBannerView
         setAutoresizingMask:UIViewAutoresizingFlexibleWidth];
}

- (void)didReceiveMemoryWarning
{
    [super didReceiveMemoryWarning];
    // Dispose of any resources that can be recreated.
}

@end
```



# 使用AdMob广告

AdMob是谷歌提供的移动广告网络，网址为：[www.admob.com](http://www.admob.com)

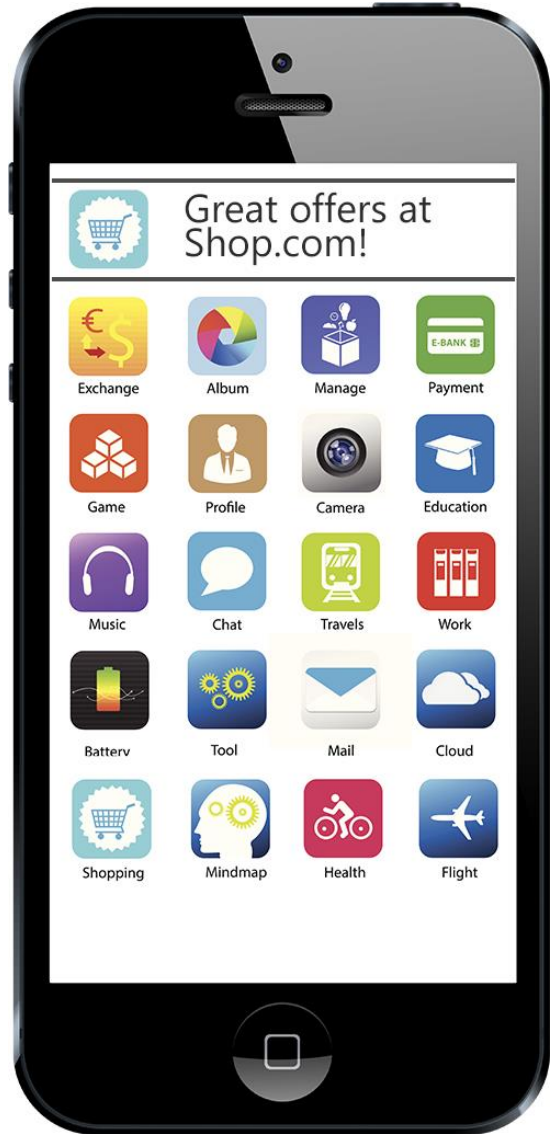
创建帐户后，你可以添加你的应用到AdMob网络

# 使用AdMob广告

1. 从下拉导航菜单中选择站点和应用， 点击添加站点/应用
2. 选择一个应用类型
3. 完成显示的表单并点保存按钮
4. 下载SDK并点Go to Sites/Apps按钮
5. 导航到你的应用， 点Manage Settings按钮， 找到发布者ID
6. 使用发布者ID来实现AdMob SDK

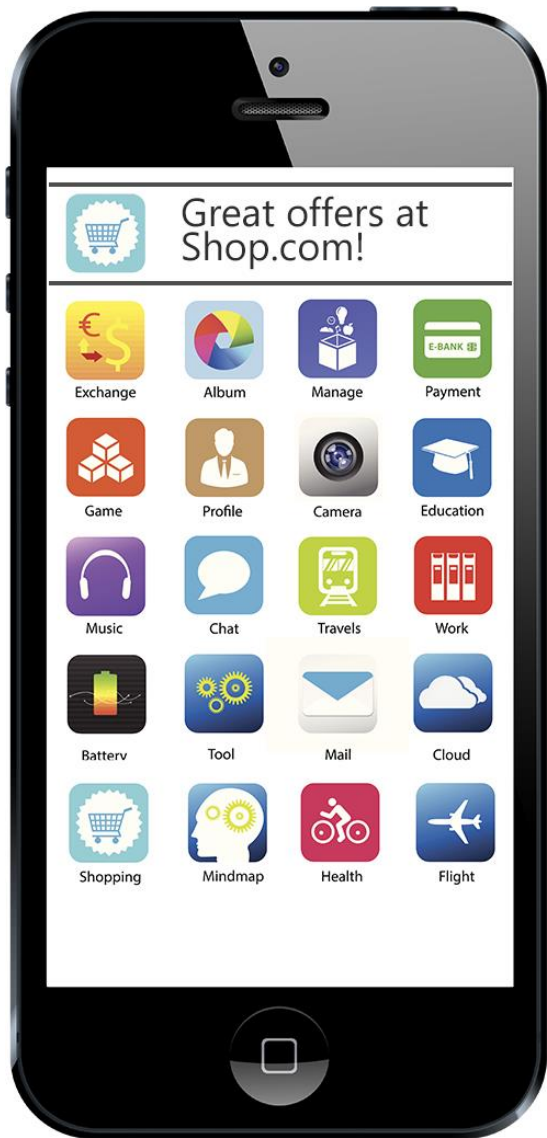


# 使用AdMob广告



- libGoogleAdMobAd.a
- GADAdMobExtras.h
- GADAdNetworkExtras.h
- GADBannerViewDelegate.h
- GADInterstitial.h
- GADInterstitialDelegate.h
- GADRequest.h
- GADRequestError.h
- GADAdSize.h
- GADBannerView.h

# 使用AdMob广告



- AdSupport
- SystemConfiguration
- MessageUI
- AudioToolbox
- CFNetwork
- StoreKit

在应用Build Settings选项卡中的  
Other Linker Flags下添加-ObjC

# 使用AdMob广告

```
- (void)viewDidLoad
{
    [super viewDidLoad];
    /*
    self.surrogateAdvertisementView=[[UIView alloc] initWithFrame:
    CGRectMake(0,0,320,50)];
    self.surrogateAdvertisementView.backgroundColor=[UIColor blueColor];
    [self.view addSubview:self.surrogateAdvertisementView];
    */
    [self initializeInAppPurchaseManager];
    [self displayAdvertisement];
}
```

# 使用AdMob广告

```
-(void)displayAdvertisement
{
    if (![YDInAppPurchaseManager sharedInstance]
        productPurchased:@"net.yourdeveloper.MyStore.
        upgrade"])
    {
        // Create the GADBannerview
        bannerView = [[GADBannerView alloc]
            initWithFrame:
            CGRectMake(0,0,
            GAD_SIZE_320x50.width,
            GAD_SIZE_320x50.height)];
        // Specify your AdMob Publisher ID.
        bannerView.adUnitID = @"a14f0070e2b8015";
```

```
// Let the runtime know which UIViewController
// to restore after taking the user wherever the ad
// goes and add it to the view hierarchy.
bannerView.rootViewController = self;
[self.view addSubview:bannerView];
GADRequest *request = [GADRequest request];
request.testing=YES; // or NO
// Initiate a generic request to load it with an ad.
[bannerView loadRequest:[GADRequest request]];
}
else
{
    self.mTableView.frame = [[UIScreen mainScreen]
        bounds];
}
}
```

# 使用AdMob广告

```
-(void)upgradeToProVersion
{
    //remove the surrogateView from the superview
    //[self.surrogateAdvertisementView removeFromSuperview];
    [bannerView removeFromSuperview];
    self.mTableView.frame = [[UIScreen mainScreen] bounds];
    [self.mTableView reloadData];
}
```

iAd框架中的哪种广告类型只在iPad上可用？

- a) 横幅
- b) 弹窗
- c) 全屏广告
- d) 重定向广告



iAd框架中的哪种广告类型只在iPad上可用？

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- d) 重定向广告



# 总结

要在你的应用中显示广告，你需要连接各大广告平台

其中两个这样的广告平台是苹果的iAd和谷歌的AdMob

使用iAd可以显示两类广告：横幅和全屏广告

iAd框架会完成从iAd网络下载广告的所有工作，并将广告呈现在你应用的用户界面上

displayAdvertisement类负责显示AdMob广告

GADBannerView类负责同广告网络进行通信

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