



adcash[®]

Advertising technology

**Android SDK
BANNER GUIDE**



Introduction

Banner ads are the most common ad formats. They consist of an image and a link that leads the user to a website. The images can be animated or static. Banner ads cover the entire width of the screen and are usually placed on the bottom or the top of the screen. They can also be placed in elsewhere, if wanted.

Banner size

Adcash[®] Android SDK currently only supports one banner size – Smart Banners. Smart Banners are ad units with a screen-wide width and their height depends on the size of the device.

The table below shows how the Smart Banner's size varies in different devices:



Size	Device	Device orientation
320x50	Phone	Portrait, Landscape
728x90	Tablet	Portrait, Landscape

* Note: All sizes are in dp (density-independent pixels)

Basic integration

We are going to show you how to easily integrate a footer banner into your app in just a few steps.

* **Prerequisites:**

The Adcash[®] Android SDK must already be installed. You can check how to do this [here](#) how to do this.

1. Place AdcashBannerView to your activity layout

```
<com.adcash.mobileads.AdcashBannerView  
    android:id="@+id/adview"  
    android:layout_width="fill_parent"  
    android:layout_height="wrap_content">  
</com.adcash.mobileads.AdcashBannerView>
```

2. Load the ad in your Activity

- Import **com.adcash.mobileads.AdcashBannerView**;
- Import **com.adcash.mobileads.AdcashAdRequestFailedError**;
- Declare **AdcashBannerView** instance variable
- Assign the previously-defined **AdcashBannerView** (in your layout) to the instance variable
- Set the view's **ZONE ID(*)**
- When needed, implement **onAdLoaded** event listener
- Load the ad

(*) **Note:** Zone ID for InApp Footer format should have been previously created in your adcash[®] panel. If it has not already been created, please do so from the **Zones** menu

```
public class MainActivity extends ActionBarActivity {
    private AdcashBannerView mAdcashView;
    private static final String TAG = MainActivity.class.getName();
    @Override
    protected void onCreate(Bundle savedInstanceState) {
        super.onCreate(savedInstanceState);
        setContentView(R.layout.activity_main);
        mAdcashView = (AdcashBannerView) findViewById (R.id.adview);
        mAdcashView.setAdUnitId("<YOUR_ZONE_ID_HERE>");
        //If needed implement event listener to catch banner Loaded event
        mAdcashView.setAdListener(new AdListener() {
            @Override
            public void onAdLoaded()
            {
                //do something
            }
            @Override
            public void onAdFailedToLoad(int errorCode) {
                String message="";
                switch(errorCode){
                    case AdcashAdRequestFailedError.NO_NETWORK:
                        message = "No internet connection"; break;
                    case AdcashAdRequestFailedError.REQUEST_FAILED:
                        message = "Request failed"; break;
                    case AdcashAdRequestFailedError.NETWORK_FAILURE:
                        message = "Network failure"; break;
                    case AdcashAdRequestFailedError.NO_AD:
                        message = "There is no ad"; break;
                    default:
                        message = "Some other problem";
                }
                Log.i(TAG, "Ad failed to load:" + message);
            }
        });
        mAdcashView.loadAd();
    }
    ...
}
```

Example project

You can download an example project from [here](#)

