



adcash[®]

Advertising technology

iOS 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 other position, if wanted.

Banner size

Adcash iOS 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



Size	Device	Device orientation
320x50	iPhone	Portrait, Landscape
728x90	iPad	Portrait, Landscape

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

Basic integration

Here's how you can easily integrate a banner into your app. It only takes a few steps.

* **Prerequisites:** You have to install Adcash iOS SDK first. You can check [here](#) how to do this.

1. Import **AdcashSDK.h** header file on top of your view controller's file.

```
#import <AdcashSDK/AdcashSDK.h>
```

2. Set your view controller to conform to **ACBannerViewDelegate** protocol:

```
@interface ViewController : UIViewController <ACBannerViewDelegate>
@end
```

3. Add the following code to the **viewDidLoad:** method of your view controller's .m file.

```
ACBannerView *bannerView = [[ACBannerView alloc]
initWithAdSize:ACAdSizeSmartBanner adUnitID:@"<YOUR_ZONE_ID_HERE>"
rootViewController:self];

// Do not translate autoresizing mask into constraints
bannerView.translatesAutoresizingMaskIntoConstraints = NO;

// Add your banner as a subview to your view
[self.view addSubview:bannerView];

// Add constraints to the banner
// Set the banner take the width of it's parent view
NSDictionary *views = NSDictionaryOfVariableBindings(bannerView);
[self.view addConstraints:[NSLayoutConstraint
constraintsWithVisualFormat:@"H:|[bannerView]|"
options:0
metrics:nil
views:views]];

// Set the banner to stick to bottom of it's parent
[self.view addConstraints:[NSLayoutConstraint
constraintsWithVisualFormat:@"V:[bannerView]"

// Set the banner's delegate to be your view controller
bannerView.delegate = self;
[bannerView load];
```

4. You are able to catch status updates for your ad:

```
- (void)bannerViewDidReceiveAd:(ACBannerView *)view
{
    NSLog(@"Finished loading banner ad.");
}

- (void)bannerView:(ACBannerView *)bannerView
didFailToReceiveAdWithError:(NSError *)
error
{
    NSLog(@"Loading banner ad failed. Reason: %@", [error
localizedDescription]);
}
```

Example project

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