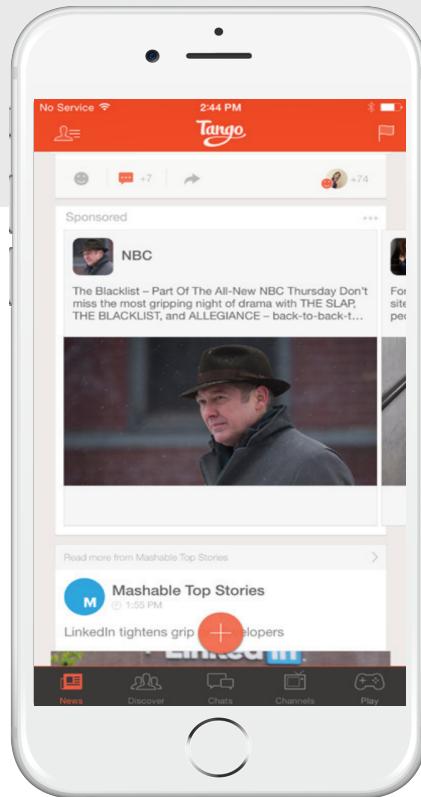
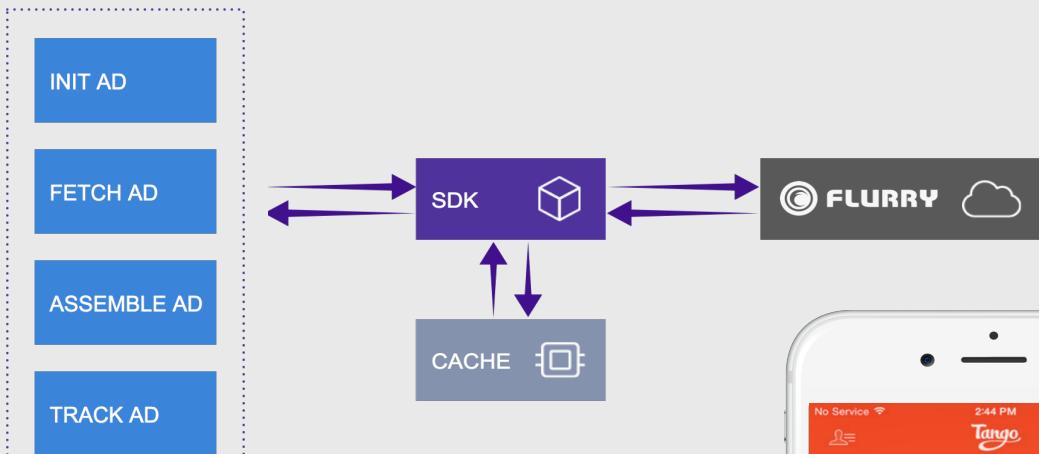




Yahoo App Publishing Android

developer.yahoo.com/monetize

SERVING NATIVE ADS



About

Yahoo App Publishing enables you to maximize your mobile ad revenue with native and video ads from Yahoo, Flurry, and BrightRoll advertisers. You will get access to thousands of high quality Yahoo advertisers across top categories like retail, telecom and entertainment.

With a variety of formats available, you can choose the strategy that works for you. Integrate in-stream native, video, or standard display ads to fit your app experience.

Getting Started

1. **Get your API Keys:** Start by creating an app. Once you create the app, you'll receive a Flurry API Key, which you'll need when using the SDK. <https://dev.flurry.com/createProjectSelectPlatform.do>
2. **Download the Flurry SDK:** <https://dev.flurry.com/uploadVersionSelectProject.do>
3. **Add Flurry SDK and required libraries:** <http://yaho.it/1IZJkls>
4. **Create an Adspace:** For native ads choose placement as "Stream" and for video "Fullscreen" <https://dev.flurry.com/appSpotSignup.do>
5. **Integrate Ads into your app**
Follow code examples on the next page or learn more:
<https://developer.yahoo.com/flurry/docs/publisher/>



Initialize Flurry

```
public class MyApplication extends Application {  
    @Override  
    public void onCreate() {  
        super.onCreate();  
        FlurryAgent.setLogEnabled(false);  
        // For testing purposes, you can use this API KEY: 96XZHPPZX6VJD8ZS98C9  
        FlurryAgent.init(this, MY_FLURRY_APIKEY);  
    }  
}
```



Initialize Ad

```
public class NativeExample extends Activity {  
    private FlurryAdNative mFlurryAdNative = null;  
    // For testing purposes, you can use this adspace: NATIVE_ADSpace  
    private String mAdSpaceName = "YOUR_NATIVE_ADSpace_NAME";  
    public void onCreate(Bundle bundle) {  
        super.onCreate(bundle);  
        setContentView(R.layout.example);  
        adLayout = (RelativeLayout)findViewById(R.id.adContainerLayout);  
        mFlurryAdNative = new FlurryAdNative(this, mAdSpaceName);  
    }  
}
```

Fetch Ad

```
public void onStart() {  
    super.onStart();  
    FlurryAgent.onStartSession(this);  
    // fetch and prepare ad for this ad space. won't render one yet  
    mFlurryAdNative.fetchAd();  
}
```

Assemble Ad

```
import com.flurry.android.ads.FlurryAdNativeAsset;  
public void parseAssets(FlurryAdNative adNative) {  
    if (adNative.getAsset("headline") != null) {  
        adNative.getAsset("headline").loadAssetIntoView(adViewHolder.mNewsTitle);  
    } else {  
        adViewHolder.mNewsTitle.setVisibility(View.GONE);  
    }  
    // Parse rest of native ad assets  
    adViewHolder.mCategoryInfo.setText(R.string.sponsored_text);  
}
```

Track Ad

```
adNative.setTrackingView(adLayout);
```

Grab the full code: <http://yhoo.it/1W46cE5>

Resources

YAHOO AD PUBLISHING

<https://developer.yahoo.com/monetize/>

NATIVE AD INTEGRATION

<http://yhoo.it/1W46cE5>

DEVELOPER DOCUMENTATION

<https://developer.yahoo.com/flurry/docs/>

SAMPLE ANDROID APP

<https://github.com/flurry/YodelAndroidApp>

FLURRY APPS

<https://dev.flurry.com/>

HOW-TOS

<https://developer.yahoo.com/flurry/docs/howtos/>