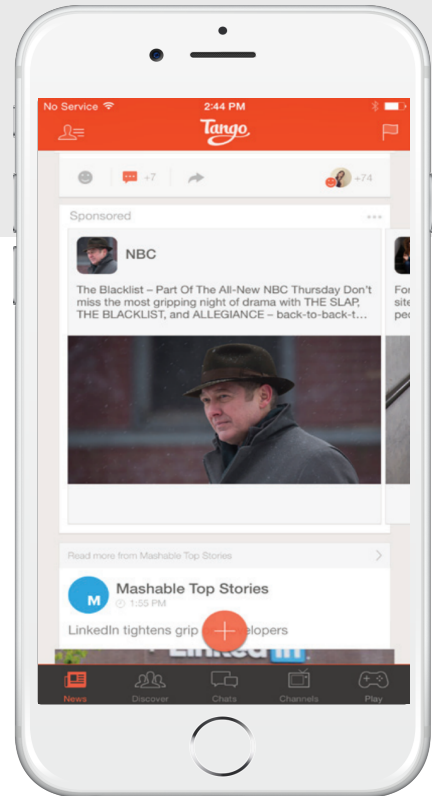


## About

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://yhoo.it/1KTe05w>
- 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

```
#import "Flurry.h"
- (BOOL)application:(UIApplication *)application didFinishLaunchingWithOptions:(NSDictionary *)
launchOptions {
    // For testing purposes, you can use this API KEY: 33D37WXF9Q5QP29RBSB7
    [Flurry startSession:@"YOUR_API_KEY"];
}
```

## Initialize Ad

```
#import "FlurryAdNative.h"
#import "FlurryAdNativeDelegate.h"
@interface SampleTableViewController () <FlurryAdNativeDelegate>
@implementation SampleTableViewController
- (void)viewDidLoad {
    [super viewDidLoad];
    // For testing purposes, you can use this adspace: streamy
    FlurryAdNative *nativeAd = [[FlurryAdNative alloc] initWithSpace:@"YOUR_NATIVE_ADSPACE_NAME"];
}
```

## Fetch Ad

```
#import "FlurryAdNative.h"
#import "FlurryAdNativeDelegate.h"
- (void)viewDidLoad {
    nativeAd.adDelegate = self;
    nativeAd.viewControllerForPresentation = self;
    [nativeAd fetchAd];
}
```

## Assemble Ad

```
for(int ix=0; ix<adNative.assetList.count; ++ix) {
    if ([asset.name isEqualToString:@"headline"]) {
        self.streamTitleLabel.text = asset.value;
    }
    // Parse rest of ad assets
}
```

## Track Ad

```
- (void)setupWithFlurryNativeAd:(FlurryAdNative*) adNative atPosition:(NSInteger)position; {
    [self.ad removeTrackingView];
    self.ad = adNative;
    self.ad.trackingView = self;
}
```

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

## Resources

YAHOO APP PUBLISHING

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

NATIVE AD INTEGRATION

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

DEVELOPER DOCUMENTATION

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

SAMPLE IOS APP

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

FLURRY APPS

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

HOW-TOS

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