



## Iad Production Beginneri12s Guide

By Ben Collier

Packt Publishing Limited. Paperback. Condition: New. 340 pages. Dimensions: 9.1in. x 7.5in. x 1.0in. Create motion-rich, beautiful iAd adverts for iOS devices and incorporate techniques to help boost revenue and brand awareness. Create interactive iAd mobile adverts that appear in applications downloaded from the App Store. Learn to use the drag and drop visual tool, iAd Producer, to create ads without any experience with the underlying technologies. Reach an audience that downloads over 200 apps per second and leave a lasting, memorable image of your brand with rich immersive ads. In Detail Think of an iAd as a micro-app contained within an app on a users iPhone or iPad that theyve downloaded from the App Store. When the user taps your adverts banner it bursts into life filling the entire screen of their device. iAd Beginners Guide takes you through the start to finish process of building rich, compelling, interactive iAds. You will learn to create beautiful multi-page ads with store finders, social sharing, 3D images and video galleries. You will create ads that utilize the powerful technologies in the iPhone to make your brand shine. Once you have engaged the user you can carry out targeted advertising campaigns with location-based...



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