your app success

Step by Step Guide to Publishing Apps for iPhone & iPad



Hello and welcome to this guide about app publishing.

You have taken the first step towards building your own app empire and establishing additional source of income.



Before we begin and I take you through the whole process of going from nothing to having your own app on the App Store, I'd like to share with a little story of how I got started in the app business.



When Steve jobs introduced the first iPhone many years ago, I remember watching the keynote and I knew, there and then, it's going to be huge. I saw the incredible opportunity in building apps and I knew it'll become a billion dollar industry.

What did I do back then? Nothing.

It was at the point of my life where things did not work quite as good as I'd like, I was working like a dog on my web design business, chasing clients, trying to get projects finished, chasing debtors, being chased by my creditors, the whole circus that comes with running your own business. On top of that having two little kids in the house and having little to no support in personal life meant I felt living life in a hamster wheel most of the time.

I always wanted to learn how to program in Objective C and publish apps but there was never the right moment to do it.

Many years later, the situation improved, I finally sat down, purchased a simple memory game source code, and by trial and error and many hours of Google search I managed to get my first app on the App Store. It was a simple memory match game with AdMob banner advertising and it is still producing a little bit of income today.

I remember the first iTunes report, the app had about 200 downloads on the first day and I made 6 cents in advertising :)

It wasn't much, but it was a start. I knew if I keep on going, publishing new apps and promoting them, over time the revenue will increase. What was more important - I knew how to do it now. So I reskinned the same game source code with a different theme, published it again as new app, and this time the app has been way more successful than the first one and the revenue from it actually paid for my rent ever since.

It only goes to show, persistence pays off. There is a publisher on the App Store, a small team at a time, who built 51 games, all of them with no real success. But they kept on building games because they believed in it and they enjoyed the work. Then they built an app number 52. And that app is probably one of the biggest success stories in the mobile app industry. The publisher is called Rovio and the game was Angry Birds.

Now, let's get you on the path to build your own app business.

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To make most of the information presented here and to embark on your journey in app publishing you'll need the following:

- Mac computer running at least OS X Mavericks (10.9.4)
- Xcode software (free download from Apple)
- Valid Apple iOS Developer membership (costs approx. \$100 / year)
- iPhone or iPad device

You can get your Apple developer membership and Xcode download at https://developer.apple.com



Do you want to have your own app on the App Store? Here is how you do it:

- 1. Purchase an app source code
- 2. Create publishing certificate, app identifier and provisioning profile
- 3. Setup your app in iTunes Connect
- 4. Register your app with advertising networks you want to use
- 5. Design an app icon and launch screen, put these in your source code
- 6. Change the app's graphics (reskin) if necessary
- 7. Integrate your ad networks in source code (or simply change the ad network IDs if they are already integrated).
- 8. Test your app
- 9. Upload the code to App Store and submit it for review



You don't need to be a geeky coder to be able to build a successful app business. In fact you don't really need to know how to code at all. Nor do you have to be a great designer to be able to reskin apps.

There are places where you can get the resources you need to easily publish an iOS app yourself with minimal programming knowledge. And this guide is going to show you exactly how.

You can purchase quality app source codes at a low-cost rates at various places.

Here are a few to begin with:

www.chupamobile.com

http://www.coldfireapps.com/index.php/source-codes

www.sellmyapp.com

www.xlus.com

Graphics for app icons and reskinning

There are many low-cost graphic resources available on the internet.

My favourite ones are:

www.fotolia.com

www.freepik.com

www.shutterstock.com

Music & sounds for games

www.incompetech.com

www.freesound.org



We are currently creating hundreds of free vectors daily Discover our exclusive content! Find dozens of free vector graphics every day, all designed by Freepik. FREEPIK DESIGNS VECTORS

Creating Certificates, App Identifiers and provisioning profiles

Let's get started.

I'll assume you have obtained an iOS source code and have an app you want to publish in mind.

The first thing we need to do is to go to https://developer.apple.com and set you up so you can publish apps.

Go to developer.apple.com and click on "Member Center" (or directly visit https://developer.apple.com/membercenter/)

Login with your developer ID and password

building your	own app success starts h	nere
•••••		
Re	gister Sign In	

If you don't have Xcode installed already, click on the iOS program on left hand side and you can download a copy of Xcode there.

Otherwise go to "Certificates, Identifiers & Profiles"

É Developer	Member Center
A People Programs & Add-ons Your Account	nt
Organization: Digital Arts Limited	Hi, Michal Wurm Sign out
Developer Program Resources	Developer Program Overview
Technical Resources and Tools Dev Centers Cention Control Control Cention Cent	Certificates, Identifiers & Profiles Manage your certificates, App IDs, devices, and provisioning profiles.
App Store Distribution App Store Resource Center Learn about how to prepare for App Store Submission.	ITunes Connect Submit and manage your apps on the App Store.
Community and Support Apple Developer Forums Discuss technical topics with other developers and Apple engineers.	Developer Support Request technical or developer program support. Technical Program

Certificates

First we need to set you up with a **development** and **production** certificate (these are two different certificates).

You only do this process once for each certificate - the certificate is linked to your computer so if you switch computers, you'll have to generate new certificate for it.

Click on "Certificates"

Click on "+" button to add new certificate. Select **iOS App Development**.

The system will guide you through the rest of the process. Just follow the instructions, it's fairly straightforward.

When your certificate is generated, download it and double click on it to install it on your Mac.

Now repeat the process, only this time select "App Store and Ad Hoc" type.



ertificates, identifie	rs & Profiles		Michal Wurm 🔻
iOS Apps	▼ iOS Ce	ertificates (Production)	+ 9
Certificates	3 Certificates Total		
All	Name	Туре	Expires
Pending	com.digitalarts.candyrush	APNs Production iOS	Dec 17, 2014
Development	Digital Arts Limited	iOS Distribution	Nov 17, 2015
Production	Digital Arts Limited	iOS Distribution	Mar 13, 2015
 App IDS Pass Type IDS Website Push IDs iCloud Containers App Groups Merchant IDs Devices All 			
Provisioning Profiles			

	Add iOS Certificate + Q]
elect	Type Request Generate Download	
C.	What type of certificate do you need?	
De	velopment	
0	iOS App Development Sign development versions of your iOS app.	
0	Apple Push Notification service SSL (Sandbox) Establish connectivity between your notification server and the Apple Push Notification service sandbox environment. A separate certificate is required for each app you develop.	
Pro	oduction	
0	App Store and Ad Hoc Sign your iOS app for submission to the App Store or for Ad Hoc distribution.	
0	Apple Push Notification service SSL (Production) Establish connectivity between your notification server and the Apple Push Notification service production environment. A separate certificate is required for each app you distribute.	
0	Pass Type ID Certificate Sign and send updates to passes in Passbook.	
0	Website Push ID Certificate Sign and send updates for Websites.	
0	VoIP Services Certificate Establish connectivity between your server and the VoIP service. A separate certificate is requried for each VoIP app you distribute.	
0	Apple Pay Certificate Decrypt app transaction data sent by Apple to a merchant/developer.	

Devices

Now go to devices and setup your iOS device you'll use for testing your apps. Again, you only need to do this the first time or any time you want to use a new device for testing apps.

Go to Devices and click the "+" button.

Type in the device name and UDID code.

To get the UDID code of your device, you can use a handy app called "The Identifiers" You can download it here: https://itunes.apple.com/us/app/the-identifiers/id564618183?mt=8

Identifiers

Now we define your app **bundle ID**. This is a unique identifier to distinguish your app from all the other apps on the App Store.

Click on Identifiers -> App IDs.

Click on "+" button to add new app ID.

Enter the app Description (app name).

Select "Explicit App ID".

In the Bundle ID, enter your desired bundle ID. It should follow this format: com.companyname.appname

For example the bundle ID can look like this com.digitalarts.jokeapp

In the App services section you can use the default settings, unless you need to use additional features like push notifications, iCloud etc. I usually also select "Data Protection - complete data protection".

Then click the Continue button at the bottom of the page.

	Register IOS App ID	Q
ID Regist	tering an App ID	
he App ID string con s your Team ID by de ach part of an App ID	atains two parts separated by a period (.)—an App ID Prefix that is defined efault and an App ID Suffix that is defined as a Bundle ID search string. D has different and important uses for your app. Learn More	ł
App ID Descript	tion	
Name:	Awesome App Name You cannot use special characters such as @, &, *, ', " Please enter a valid Name	
App ID Prefix		
Value:	(Team ID)	
App ID Suffix		
Explicit App ID If you plan to inc Protection, and i register an expli To create an expl	corporate app services such as Game Center, In-App Purchase, Data ICloud, or want a provisioning profile unique to a single app, you must icit App ID for your app.	
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Provisioning Profiles

One last thing we need to do here. Setup your Distribution profile for your app. You'll use this to code sign the app for publishing on the App Store.

Go to Provisioning Profiles -> Distribution

Click the "+" button to add new one

Select "App Store" and click "Continue"

Select your App ID you created a minute ago

Select your Distribution **certificate**. If you have more than one, you'll need to select the one that is linked to your computer.

Type in **Profile Name**. You can use a format like *App Name (distribution)* so you can easily find it in Xcode later.

Click on **Generate**

Download your new provisioning profile and then **double click on it** to import it to Xcode.

If you want to distribute your app for testing, you'd generate Ad Hoc profile instead.

The Development profiles can be handled by Xcode automatically so you don't need to worry about them too much.

This is all you need to do in the Developer Member Center.

When you get a new app that you'll want to publish, all you need to do next time is create an App ID and a Distribution Provisioning Profile for it. There is no need to setup Certificates or Device IDs again.

iOS Provisioning Profiles (Distribution) + 💌 🤉				
57 profiles total.				
Name 🔺	Туре	Status		
2048 Paid (distribution)	iOS Distribution	Active		
Airways Braniff (distribution)	iOS Distribution	Active		
Airways TWA (distribution)	iOS Distribution	Active		
Alien Fighter (distribution)	iOS Distribution	Active		
Ambulance Rush (distribution)	iOS Distribution	Expired		
Big Win Roulette Paid (distribution)	iOS Distribution	Active		

Add iOS Provisioning Profile	+ 🗾 🤇
ect Type Configure Generate Download	
What type of provisioning profile do you need	?
Development iOS App Development Create a provisioning profile to install development apps on test devices. 	
Distribution	
• App Store Create a distribution provisioning profile to submit your app to the App S	tore.
 Ad Hoc Create a distribution provisioning profile to install your app on a limited r devices. 	number of registered
Cancel	
If you plan to use services such as Game Center, In–App Purchase, and Push No or want a Bundle ID unique to a single app, use an explicit App ID. If you want t provisioning profile for multiple apps or don't need a specific Bundle ID, select App ID. Wildcard App IDs use an asterisk (*) as the last digit in the Bundle ID fie note that iOS App IDs and Mac App IDs cannot be used interchangeably.	otifications, o create one a wildcard Id. Please
App ID: Cop Rush (BQWMAK6HM2.com.digitalarts.coprush)	
Cancel Back Continue	
Select certificates.	
Select the certificates you wish to include in this provisioning profile. To use t install an app, the certificate the app was signed with must be included.	his profile to
O Digital Arts Limited (iOS Distribution) Mar 13, 2015	

iTunes Connect

iTunes connect is your main control interface for your app on the App Store. All the key information such as app name, keywords, description and screenshots is controlled from here.

Go to https://itunesconnect.apple.com and login with your username and password.



If you haven't already, please have a look at the section "Agreements, Tax and Banking" to request and sign the required contracts with Apple. You need to have valid contracts in place to be able to publish apps on App Store.

To view your apps and setup new ones, go to "My Apps"



iTunes Connect My Apps ~

Adding New iOS App	iTunes Connect My Apps
lick on "+" to add new App	+ ***
New iOS App	Version ?
Choose ~	SKU
Bundle ID ?	
Choose ~	
	Cancel Create

A dialogue box will appear, prompting you to enter your app basic details.

Name is the app name. This is the name displayed on the App Store. This has to be unique but it can be quite long. It is a good idea to include some of your keywords in the app name to help with the search ranking.

For example:

You have an app you want to call "Candy Match".

Because the name Candy Match is already taken by someone else, you can use some keywords to make the app name unique.

By calling the app "Candy Match - fun symbol matching game for kids" you kill two birds with one stone. You have an unique name AND you also used extra keywords in your app title.

Be careful not to include too many keywords or your metadata will get rejected by Apple. Keep it reasonable.

Primary language is usually English.

Bundle ID is your app bundle ID you generated in Developer Member Center.

Version is your app version. You can start with version 1.0 for new apps.

SKU is your app identifier. It can be for example App_MyAppName.

Version information

Most of the information displayed on App Store is controlled from here.

Screenshots



The required screenshot image sizes are:

Screen size	Device	Screenshot dimensions (portrait)
4.7″	iPhone 6	750 × 1334 px
5.5″	iPhone 6 Plus	1242 × 2208 px
4″	iPhone 5–5s	640 × 1136 px
3.5″	iPhone 1–4s	640 × 920 px
iPad	iPad – all types	768 × 1024 px (or 1536 × 2048 px)

If your app runs in landscape mode the sizes are the same, only reversed (for example your screenshot for iPhone 5 in landscape mode would be 1136 × 640 px).

Description and keywords

App name as it will be displayed on the App Store

Name ?	
Photo Fix: ultimate image filters and effects collection	
Description ?	Keywords ?
	photo, image, editor, photoshop, picture, edit, effect, filter, frame, enhance, editing, mem
	Support URL 👔
	http://www.coldfireapps.com
	Marketing URL (?)
	http://example.com (optional)
	Privacy Policy URL
	http://example.com (optional)
4000	

App **description**:

This can be quite long. Try to make most of it and make your app sound appealing. Convince people why they should download your app.

Tip:

You can include positive reviews people gave your app in your description.

Keywords:

Keywords relevant to your app - these are used when people search for an app. Separate keywords by comma. Maximum length of all the keywords is 100 characters.

Tip:

Check your app keywords after the app has been released. Sometimes Apple will remove some of the keywords they didn't think were relevant.

Note:

The only way to change keywords at the moment is to submit a new version of your app. Sometimes you may need to submit the same app as new version only to change keywords.

Support URL:

A valid, working URL where users can contact you. This can be a simple web page, Facebook page or a third party support helpdesk.

Apple will check whether this link works so make sure the web page you put here is active.

General App Information

This is the general information about your app.

App icon:

Upload your app icon here.

The App Icon has to be in <u>PNG format</u> and <u>exactly</u> **1024** × **1024 px** in size. Don't make the rounded corners yourself – they will be done automatically by iTunes Connect. Also make sure the file is saved with transparency turned OFF.

General App Information		
App Icon ?	Copyright ?	
	Copyright © 2015 Digital Arts Ltd.	
	Trade Representative Contact Information ? Display Trade Representative Contact Info Digital Arts Limited	rmation on the Korean App Store.
	Michal	Wurm
Apple ID ? 961420870	163 Tennyson Street	
Version 2	Apt., suite, bldg. (optional)	
	Napier	State
	4112	New Zealand ~
Category ?	Phone number	info@coldfireapps.com
Lifestyle	Routing App Coverage File ?	
Rating Edit Ages 4+	Choose File	
Additional Ratings	(Optional)	
License Agreement Edit Apple's Standard License Agreement		

v	~ .		-	
V	e	S	U	п:

Current app version

Category:

You can choose up to two categories for your app. Game category also has sub categories - you can choose two game subcategories for your app.

Rating:

Based on your app content, select the appropriate rating by answering a simple popup form. If in doubt on a particular content, it's better to select higher rating, just to be on the safe side.

Your app rating will be generated automatically based on the selection you made. You can always change this later.

Copyright:

Whatever text you want to display in the copyright field. It can be your name, your company name etc.

Trade representative **contact information**:

You can choose to display your trade representative contact details on the Korean App Store.

Even if you don't wish to display this information, you still need to fill in the name, address and email.

Build

After you have submitted your completed app to iTunes Connect, you'll be able to select a build here.

We will cover submitting app to iTunes Connect later on. You will need to select an active build before submitting your app for review. You can view all the builds you submitted in the <u>Prerelease</u> section.



In-App Purchases

When you have setup your In-App Purchases (which we will get to in a moment), you need to include them for review with the app itself.

If you forget to include an in-app purchase here and you have one actively used in your app, Apple will reject your app and you will need to include the IAP and go through the review process again. But that's OK, it happens to the best of us and it certainly happened to me on a few occasions :)

In-App Purchases 🕀		
Reference Name ~	Product ID	Туре
Unlock Full	com.digitalarts.photofix.unlock	Non-Consumable

Game center

If you use Game Center in your app, you need to not only set it up in the <u>Game Center section</u> of your app setup, but also activate it here and include any leaderboards and achievements you might have for review.

Game Center 💽		
Leaderboards		
Reference Name	Leaderboard ID	Туре
Candy Match	candymatch	Single
Achievements		
Reference Name	Achievement ID	Points
Willy Wonka	35194081	80
Lollipop King	35191080	50
Box o' Chocolates	35198080	90
Sweet Dreams	35194080	70

App Review Information

Here you enter your own contact details in case Apple needs to get hold of you during the review process. Both phone number and email address are required. These are not displayed on the App Store.

App Review Information		
Contact Information ?		Notes ?
Michal	Wurm	
Demo Account ?		
User name	Password	
		4000

If your app requires people to register or setup an account, you should provide Apple review staff with a demo account login and password.

Version release

You can either set your app to be released automatically straight after it has been approved.

The second option is to have your app put on hold after it has been approved and release it yourself manually. This way you can control precisely when your app goes live.

Version Release

```
This app version can be automatically released right after it has been approved by App Review. You can also manually release it at a later date on the iTunes Connect website or in iTunes Connect for iOS.
```

Automatically release this version

Manually release this version

Tip:

A good day to release an app is usually **Thursday / Friday** because many big name publisher release apps at the beginning of the week in case they find a critical bug that would need immediate fixing by their developers.

Note:

Keep in mind it can take **up to 24-48 hours** for your app to start showing in **search results** after you release your app.

Pricing

Here is where you set the pricing of your app and availability date.



Photo Fix:	ultimate image filters and effects c
Select the	e availability date and price tier for your app.
Availability Date 01/Jan	 29 2015 ○
Price Tier Choose View Pric	© ?
Discount for Educational Institutions 🥑 🤅	
Custom B2B App 🗌 🤅)
Unless you select specific territories, your ap	op will be available for sale in all App Store Volume Purchase Program territories.
Manage iCloud download settings for this app	
Cancel	Save

Availability date is when your app will become available on the App Store.

Price Tier:

Select the price for your app.

You can change the app price after is has been released.

Tip:

Set your availability date at least 5 - 10 days in the future. This way you have better chance to get your app featured in the "What's New" section of the App Store.

In-App Purchases



In-App Purchases are a good way for your app to make revenue.

Some of the biggest money making apps are free but make fortune on the consumable In-App purchases.

Adding new In-App Purchase

To add an In-App Purchase, click on "Create New"

O	Photo Fix: ultimate im Apple ID 961420870	age filters and effects collection	on	Bui	ndle ID : com.digitalarts.photo
1 In-Ann Pur	chasos				Q Search
Reference Nan	ne	Product ID	▶ Type ▶	Apple ID 🕨	Status
Uplock Full		com.digitas.photofix.unlock	Non-Consumable	961421352	⊖ In Review

In-App Purchase Type

3	elect Type
	lect the In-App Purchase type you want to create. If a type is missing, make sure you have agreed to the most recent Paid opplications agreements. To do so, the user with the Legal role must go to Agreements, Tax, and Banking. Ensure that you also reed to the Developer Program License Agreement before you go to Agreements, Tax, and Banking. You should also ensure that ur app is not vulnerable to fraudulent In-App Purchases, review the In-App Purchase Receipt Validation documentation.
	Consumable A consumable In-App Purchase must be purchased every time the user downloads it. One-time services, such as fish food in a fishing app, are usually implemented as consumables.
	Non-Consumable Non-consumable In-App Purchases only need to be purchased once by users. Services that do not expire or decrease with use are usually implemented as non-consumables, such as new race tracks for a game app.
	Auto-Renewable Subscriptions Auto-renewable Subscriptions allow the user to purchase updating and dynamic content for a set duration of time. Subscriptions renew automatically unless the user opts out, such as magazine subscriptions. Select
	Free Subscription Free subscriptions are a way for developers to put free subscription content in Newsstand. Once a user signs up for a free subscription, it will be available on all devices associated with the user's Apple ID. Note that free subscriptions do not expire and can only be offered in Newsstand-enabled apps.
	Non-Renewing Subscription Non-Renewing Subscriptions allow the sale of services with a limited duration. Non-Renewing Subscriptions must be used for In-App Purchases that offer time-based access to static content. Examples include a one week subscription to voice guidance feature within a navigation app or an annual subscription to online catalog of archived video or audio. Select

Select the **type** of your In-App Purchase.

It is important to select a correct one - if you choose a wrong type, your IAP will get rejected by Apple review staff. But don't worry, most of the time you'll only deal with these two types:

Consumable

Consumable IAP is one that user purchase and then use up. A typical example would be game coins to purchase upgrades within game. Or extra lives for the main hero to use in the game.

Non-Consumable

This type of IAP user purchases only once and then he owns it forever. Typical example is "Remove Ads" In-App Purchase. Another example is "Unlock Extra Features" to grant user access to additional functions of your app.

In-App Purchase Summary

Photo Fix: ultimate	e image fi – In-App Purchases
In-App Purchase Summary	
Enter a reference name and a product ID for this In-App Purcha	ise.
Reference Name:	Your IAP Reference name
Product ID:	com.company.yourappname.IAP.name
Pricing and Availability	
Enter the pricing and availability details for this In-App Purchase	e below.
Cleared for Sale	Yes 💿 No 🔾
Price Tier	Select View Pricing Matrix

Fill in your In-App Purchase details

Reference name:

The name you use for your internal reference. This is how will the IAP be described in your sales reports. This is not how users will see the name of the In-App Purchase – what users see is defined in the Language section at the bottom section of this page.

Product ID:

An <u>UNIQUE</u> identifier for this In-App Purchase. It should follow this syntax: com.yourcompany.yourapp.inappname

Make a note of this ID because you will need to put this in your app code to let the app know what IAP to request (assuming your app is programmed to use In-App Purchases of course).

Note:

You cannot reuse the Product ID. If you delete an In-App Purchase here and want to add it again, you will need to use a slightly different Product ID.

Price Tier:

Same as the app price – select the price tier you want to use for this In-App Purchase.



In-App Purchase Details

App Purchase De	tails Edit		Status 😑 Ready to Subn
Language	Purchase are shown below. You must provide	de at least one language at all times	
	ruchase are shown below. Tou must provi	de at least one language at an times.	
Add Language			
Add Language	Dicelay Name	Description	_
Add Language Language	Display Name	Description	

	_	Edit Language	_
Click on the " Add Language " button. You need to define at least one language for your IAP. Usually if your main language is English, just add English language.	Language Display Name Description	English Unlock Full Version Remove ads & unlock extra features	0
This is what users will see when they try to purchase the IAP.		Can	cel Save

Hosting content with Apple:

Unless you are delivering a downloadable content hosted on Apple's servers leave this set to No.

Review Notes:

Usually leave this blank, unless you want to provide the review staff with test accounts to use with your IAP.

Screenshot for Review:

A screenshot of the app showing the IAP purchase button or dialogue. This is for review purposes only.

Review Notes ((Optional)
Additional information and so	ation about your In-App Purchase that can help us with our review, such as test accounts that can be used (including user names, on). Review notes cannot exceed 4000 bytes.
creenshot for	Review
efore you submit	your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be
isplayed on the A	ipp store. Screenshots must be at least 040x320 pixels and at least 72 Dri.
EPO emo	

Don't forget to include your new In-App Purchase for review with your App Version. Go back to the main App general information page to do that.

Game Center



The Game Center section of app lets you manage your game's leaderboards and achievements. You can view existing items or create new ones.

Game Center To share leaderboards and achievements of this app with other apps you have provided, move this app to a Game Center group. Move to Group Leaderboards Leaderboards Leaderboards allow users to view the top scores of all Game Center players of your app. Leaderboards that are live for any app version cannot be removed. Add Leaderboard Move All Leaderboards into Leaderboard Sets 🛛 ? Manage Scores and Players Delete Test Data: 1 Leaderboard Q Search **Reference Name** Leaderboard ID Default Status Туре Candy Match candymatch Live Single 0

Achievements

An achievement is a distinction that a player earns for reaching a milestone, or performing an action, defined by you and programmed into your app. Once an achievement has gone live for any version of your app, it cannot be removed.

Add	Add Achievement						
10 /	10 Achievements Q Search						
	Reference Name	Achievement ID	Points	Status			
\equiv	First Taste	candymatch_1	10	Live			
\equiv	Chocolate Fish	candymatch_2	10	Live			
\equiv	Jelly Bean	candymatch_3	30	Live			
	Cotton Candy	candymatch_4	40	Live			
\equiv	Lollipop King	candymatch_5	50	Live			
\equiv	Sugar Rush	candymatch_6	60	Live			
\equiv	Sweet Dreams	candymatch_7	70	Live			
	Willy Wonka	candymatch_8	80	Live			
\equiv	Box o' Chocolates	candymatch_9	90	Live			
\equiv	Candy Machine	candymatch_10	100	Live			

Enabling Game Center

As a first step to setup Game Center, you need to enable it.

Enable Game Center To add Game Center to your app binary, you must include the feature in the Game Kit framework. You can start by enabling Game Center for a single a group of games. Both options enable multiplayer features including compatibility across multiple apps.					
Single Game Select this option if your app has its own set of leaderboards and achievements. Enable for Single Game	Group of Games Select this option if this app shares leaderboards and achievements with other apps you have provided. Enable for Group Games				
Cancel					

Simply click on the blue "Enable" button.

Choose if your game uses it's own leaderboards and achievements or whether it shares game center items with some of your other apps.

In most cases you'd use "Single Game" because each game will have it's own leaderboards and achievements.

Leaderboards

Now that you have enabled Game Center you can add leaderboards to your game.

To add a new leaderboard, click the "Add Leaderboard" button.

Leaderboards

eaderboards allow users to view the top	scores of all Game Center players of vo	ur app. Leaderboards	s that are live for an	v app version	
cannot be removed.					
Add Leaderboard Delete Test Data:	?				
0 Leaderboards			Q Sea	rch	
Reference Name	Leaderboard ID	Туре	Default	Status	
	Click Add Leaderboard to get	started.			

Then choose a leaderboard type. Typically you will use a single leaderboard type.

Combined leaderboard is something you can use to combine multiple game leaderboards into one list.

Game G	Center - Add Leaderboard
Choose Leaderboard Type	
Single Leaderboard Create a new leaderboard.	Combined Leaderboard You cannot create a combined leaderboard until you have two or more single leaderboards with the same score format type and sort order.
Choose	Choose
Cancel	

The basic settings are similar to setting up an In-App Purchase.

Leaderboard Reference Name:

This is your internal name for this leaderboard. Simply calling it by your app's name is fine.

Leaderboard ID:

This is an unique ID of the leaderboard. To keep things simple it's best to use the reverse domain name style.

For example: com.mycompany.mygame.leaderboard

Score Formatter Type:

Select what type of score does your game report

Sort Order:

Should the score be sorted from high to low, or low to high?

If you measure how many points a player gets, more points is usually better than fewer points. In this case it'll be ordering from high to low.

On the other hand if you have a racing game and shortest time is the best, then your ordering should be set to low to high.

Score Range:

Optional. You can usually leave this blank.

Score Formatter	Typical type of use
Integer	Points, game coins,
	anything that reports
	a whole number (integer)
Fixed Point	Number with decimal point
Elapsed Time	Racing, endurance,
	"how long can you last?"
	any game that reports elapsed time
Money	Money with decimal point
	or as whole number

ngle Leaderboard		
Leaderboard Reference Name	My Leaderboard Name	?
Leaderboard ID	com.company.appname.leaderboard	?
Score Format Type	Integer	\$?
Score Submission Type	• Best Score OMost Recent Score	?
Sort Order	OLow to High OHigh to Low	?
Score Range (Optional)	То	?
	-9223372036854775000 92233720368547	75000
eaderboard Localization		
eaderboard Localization You must add at least one language below. For each language,	provide a score format and a leaderboard name.	
You must add at least one language below. For each language,	provide a score format and a leaderboard name.	
You must add at least one language below. For each language, Add Language 0 Localizations	provide a score format and a leaderboard name.	

Now add the language for your leaderboard. You can localize the leaderboard to multiple languages.

	Edit Language	
Language	English	
Name	Candy Match	?
Score Format	Integer (100,000,122)	• ?
Score Format Suffix	point	?
Score Format Suffix (Plural)	points	?
Image(Optional)	Choose File	?
		Cancel

Name:

A name of the leaderboard as the users will see it.

Score format:

Same as in the basic leaderboard settings

Score Suffix (singular & plural):

What text should be displayed after the actual number. It can say "points, coins, hits, gems, bubbles", whatever your game measures.

Note to put a blank space before the word otherwise your text will be right next to your score number.

Achievements

Let's have a look at achievements.

To add new achievements, click the "Add Achievement" button.

Achievements

An ac your Ad	An achievement is a distinction that a player earns for reaching a milestone, or performing an action, defined by you and programmed into your app. Once an achievement has gone live for any version of your app, it cannot be removed. Add Achievement 10 Achievement Q Search								
	Reference Name	Achievement ID	Points	Status					
=	First Taste	candymatch_1	10	Live					
=	Chocolate Fish	candymatch_2	10	Live					
\equiv	Jelly Bean	candymatch_3	30	Live					
	Cotton Candy	candymatch_4	40	Live					
\equiv	Lollipop King	candymatch_5	50	Live					
=	Sugar Rush	candymatch_6	60	Live					
\equiv	Sweet Dreams	candymatch_7	70	Live					
=	Willy Wonka	candymatch_8	80	Live					
\equiv	Box o' Chocolates	candymatch_9	90	Live					
	Candy Machine	candymatch_10	100	Live					

Setting up an Achievement is similar to setting up a leaderboard. Simply fill in the required fields and you are done.

Achievement Reference Name:

your internal name for the Achievement

Achievement ID:

unique ID of this Achievement. This is how your app can identify the achievement in the source code.

Point Value:

any number within 1-100 range. Each achievement has a specific point value. The combined value of all achievements can be up to 1000 points.

Hidden:

Specifies if players can see the achievement exists before they achieve it.

Achievable more than once:

Specifies if players can get this achievement multiple times. 32

Achievement			
Achievement F	eference Name Achievement Name	0	
3	Achievement ID achievement_04	0	
	Point Value 20	0	
	980 of 1000 Points Ren Hidden Yes • No	maining	
Achievable M	ore Than Once Yes 🔿 No 💿	3	
Achievement Localization These are the languages in which your achi	evements will be available for display in	n Game Center. You must add at least one language.	
Achievement Localization These are the languages in which your achieved the language	evements will be available for display in	n Game Center. You must add at least one language.	
Achievement Localization These are the languages in which your achi Add Language Image Language	evements will be available for display in Title Click Add Language to	n Game Center. You must add at least one language. get starterd.	
Achievement Localization These are the languages in which your achi Add Language Image Language	evements will be available for display in Title Click Add Language to	n Game Center. You must add at least one language. get started.	

Now add the Achievement description users will see on the Game Center.

	Add Language	
Language	Choose Language	?
Title		?
Pre-earned Description		?
Earned Description		?
Image	Choose File	?
		Cancel Save

Click on "Add Language".

For each achievement you have to give it a Title (name).

Pre-earned Description:

How the achievement is described in Game Center, before users receive it.

Example: "Collect at least 50 stars" or "Finish the race under 2 minutes"

Earned Description:

What Game Center displays after user receives this Achievement.

Example: "Collected 50 stars" or "Completed race under 2 minutes"

Image:

An Achievement icon or image to show in Game Center.

				Edit Langua	ge
	Can	dy Match with Friends - Edit Ad	Chieveme	English	(?)
Achievement			Title	Cotton Candy	(?)
			Pre-earned Description	Collect 15,000 points.	?
	Achievement	Reference Name Cotton Candy	Earned Description	Collected 15,000 points.	0
	Achievable	Achievement ID candymatch_4 Point Value 40 460 of 1000 Points Remaining Hidden Yes No More Than Once Yes No	Image	Choose File	3
Achievement Loo	calization				Cancel Save
These are the lang Add Language	uages in which your ac	hievements will be available for display in Game Center. Title	You must add at least one language.		
	English	Cotton Candy			
Cancel				Save	

Here is an example of an Achievement already setup.

Note:

Don't forget to include your new Leaderboards and Achievements for review with your App Version. Go back to the main App General Information page to do that.

Reviews



More



The "More" tab is useful for access to the following information:

- Your app **Bundle ID**
- Your app **Apple ID**
- Your app App Store link

If you sell your app and need to transfer it to the buyer, you can initiate the transfer here by using the "**Transfer App**" function.

About This App

Primary Language ? English

Bundle ID ? com.digitalarts.goldreefmatch

Apple ID ?

SKU ? Game_GoldReefMatch

Close

Now that you have your app setup in iTunes Connect, let's have a look at a few advertising networks you can use to generate revenue by your app.

Overview

admobi by Google

Google Admob (Adsense)

google.com/admob/

Widely spread network, now owned by Google. If you want to use **banner ads**, I'd recommend using AdMob or iAd.



iAd

iad.apple.com

Apple's own advertising network. It's easy to integrate to any iOS app. Payments per 1000 impressions (eCPM) seem to be slightly higher than AdMob but the ads are not be available in all countries.



Chartboost

chartboost.com

applovin.com

Good ad network for **interstitials** (full screen popup ads). Chartboost can be used in **games only**.



Revmob

revmobmobileadnetwork.com

An alternative to Chartboost. eCPM has dropped slightly over the years and the ads are simple and repetitive. On the other hand, you can integrate Revmob to **any app**, not only games.



AppLovin

Good ad network for any app type. AppLovin has **high pay rates for installations**. You get paid more if an user clicks on an ad and downloads an app from the advert.

In summary:

If you want to use **banner ads** – use iAd or AdMob. You can even rotate both networks in one app (I'll show you how you can with only a few lines of code).

If you want to use **interstitials** (popup ads) – use Chartboost or AppLovin if your app is a game. Or use Revmob or AppLovin if it's any other kind of app.

Integrating Ad Networks to your app

Adding an ad network to your app's source code is fairly simple. Hopefully for your first few apps you will obtain a source code, that already has ad networks integrated so all you'll need to change is your ad network keys.

If you need to add new ad network to your app, all of the networks have their own, well written guides on how to integrate them.

The process is similar to all of them:

- 1) Register with the ad network and login to your publisher dashboard
- 2) Setup an app in the dashboard to generate the ID keys you'll need.
- 3) Download the ad network SDK (software development kit). This is a library you insert to your app's source code. This library will handle all the ad requests.
- 4) Add required libraries this SDK needs to work properly (it's all described in the ad network integration guide).
- 5) Add three to five lines of code to your app to initialize the ad network
- 6) Add one line of code to make the ads appear

Done:)

Integration Instructions

Please select your platform:



Then, be sure that RevN	Mob framework ca	in be seen insid	le one of the p	oject groups	of your projec	t.	
🛅 🐺 🔍 🛆 🤇							
RevMobSampleApp 1 target, IOS SDK 8.0							
Classes Casses Casses Casses Casses CoreLocation.framework CoreLocation.framework CoreLocation.framework SystemConfiguration.1 CassedUtif.framework CoreCraphics.framework CoreCraphics.framework	rk ork K framework k ork						
Do not forget to include AdSupport. framework to Click in the + button.	e the frameworks that are not includ	SystemConfig	guration.fra You can do tha	nework, Stor t by clicking i	eKit.framew n the project n	ork, MediaP oot > Build F	layer . framework Phases > Link Binar
KerMoblampieApp	E Andrehads :	General Caro	NUMES INTO	Rold Settions	Build Phases	Build Dates	
2 targets, XX5 SDK 7.0				(Q.			
Classes Frameworks Products	► Target Dependen	cies (0 items)					
sofk 2 targets, KG SDK 7.0	► Compile Sources	(3 items)				0	
	T. Link Binary With	libraries (8 items)					

and With Libraries >

n, KN SUK 7.9			0		
ises neworks ducts es, IOS SDK 7.0 MobAds M ources	Target Dependencies (0 iterrs)				
	Compile Sources (3 items)				0
	V Link Binary With Libraries (8 Items)				0
lobAdsTests	N	ame		Status	
neworks ducts	i i i i i i i i i i i i i i i i i i i	CoreLocation.framework		Required \$	
	6	SystemConfiguration.frame	work	Required \$	
	1 i i i i i i i i i i i i i i i i i i i	UKRLframework		Required \$	
		Foundation framework		Optional \$	
	1 I I I I I I I I I I I I I I I I I I I	CoreGraphics.framework		Required \$	
		RevMobAds.framework		Required \$	
	1 i i i i i i i i i i i i i i i i i i i	StoreKitLframework		Optional \$	
		AdSupport framework		Optional \$	
		+ -	Drag to reorder frameworks		

Configuration via Xcode



 Drag and drop the directory RevMobAds . framework inside one file group of your pro directory into Xcode, the following window will appear: be sure to check the box for "C

Copy items into destination group's folder (if needed)
Create groups for any added folders
Create folder references for any added folders
🗹 赨 RevMobAds
🔄 À RevMobAds old

Example of the ad network integration documentation

P Report France
Setting up an app in your ad network dashboard

While the integration of ad network SDK to app's source code is well documented, the actual setup of a new app in ad network dashboard can be a bit confusing at first.

Let's cover the basics so you know where to look when setting up app in different networks.

Google Admob	AdMob Home Monetize Promote Analyze
Login to your dashboard at https://apps.admob.com/#home	Estimated earnings NZ\$0.06 Today Yesterday Yesterday NZ\$5.16 This month NZ\$24.26 Last month NZ\$24.94
1. Click on the " Monetize New App " button	+ Monetize new app
	Monetize a new app
2. Select "Add app manually"	1 Select an app
Fill in your app's name	Q Search for your app Add your app manually 📰 Select from apps you have added
Select iOS platform	App name 🕐 My App Name
Click " Add App "	Platform ? IOS \$
	Add app Cancel
3. Add new ad unit.	New ad unit
Let's select " Banner "	GramCam FREE IOS New ad unit
You can use the default values here.	 Select ad format and name ad unit Banner Interstitial Ad type, size, and placement are specified when you integrate the code using the AdMob SDK.
Ad Unit Name:	Ad type ? ✓ Text ? ✓ Image ?
Your internal reference name	Automatic refresh ? No refresh Refresh rate: 60 seconds (30-120 seconds)
Click " Save "	Text ad style ? Standard ≎
4. Note the Ad unit ID . You'll need to put this in your app source code.	Increase your downloads with AdMob. Get ranked, get noticed, get users. Ad unit name ? App Name - banner Example: "Top Banner on Home" Save Cancel
Select ad format and name ad unit	
Ad unit ID: ca-app-pub-0685546953947973/1034248571	

Ad unit name: App Name - banner

iAd

iAd is the only network that does not need any app setup prior to integrating it. You just tell the app to display an ad and it's linked automatically to your app via the Bundle ID.

You can view your iAd revenue reports here: https://iad.apple.com/itcportal/#app_homepage

Chartboost

When setting up a new app in Chartboost dashboard remember to also include your app in Publishing campaign. Failing to do so may cause your app not showing any ads.

Login to your Chartboost dashboard at: https://dashboard.chartboost.com

1. Click on the "**Add App**" button in the bottom left corner.



Add App Learn More

Platform *	
iOS 👻	
App Nickname *	
(Will be referenced in the dashboard)	
Pins and Needles	
Ann Rundle ID	
App Bundle ID 🕕	
	Import App
App Orientation *	
🖌 Portrait 📃 Landscape	
Test Mode	
Disabled	
Important: Remember to disable Test Mo	de before going live. Learn More.

2. Select iOS platform

- 3. Type in App Name
- 4. Type in App Bundle ID

Since your app is not on the App Store ye, we can't import any information with the Import button yet.

5. Select App Orientation

6. Test Mode

This will display test ads while you test your app. Remember to disable the test mode once you submit the app to iTunes Connect.

You can also disable test mode straight away and receive normal ads while testing the app.

7. Save the settings

Note the App ID and App Signature. You will need to put these codes in app's source code in Xcode.

iOS	
pp Nickname * Vill be referenced in the dashboard)	
Pins and Needles	SDK
pp Bundle ID 🦻	App ID
Import App	54d347e543150t77e96b025b
	App Signature 20cd5973482d244bc58e838b31169e942ebc6c39
pp Orientation *	iTunes UBI
Portrait 🔲 Landscape	
est Mode	
Disabled 💿 Enabled	
noortant: Remember to disable Test Mode before going live. Learn More.	



Now we need to add this app to a publishing campaign.

Assuming you don't have a publishing campaign setup yet, we will create a new one.

8. Click on the "Add Campaign" button in bottom left corner

Select "Network Publishing"



9. Select Ad Type

This would be either Static Interstitial (image) or a Video Interstitial.

You can setup two campaigns, one for static ads and one for video ads.

- 10. Give your campaign a **Name**
- 11. Start and end dates can be on default settings
- 12. Select **which apps** you want to include in this campaign. Usually I would Select All.

Network Publishing Campaign

Fit Ac

Direct Deal

Select a campaign type

Simple Settings	Campaign is:	-		
Financial Settings	ON Ad Type:			
Advanced Settings	Static Interst	itial 💌		
Advanced Targeting	Name of Camp	algn *		
	Static Tier	1		
	Campaign Start		Campaign End	
	Immediate		None	
	 Select Start 	Date (PST)	Select End Date (I)	PST)
	Select Apps *			
	Choose apps to	publish this campaign in:		
	iOS	-		
	Арр	App Name	(Select App Select All
	\bigcirc	2048		
	\bigcirc	Alien Fighter		
	\bigcirc	Ambulance Ru	sh	2
		BlockBuster		
	0,2	Bubble Math: fun mathemati	cs game for kids	

13. Campaign Logic

You can leave this at default settings

14. Campaign Targeting

You can setup different campaigns for different countries.

There is an advantage in setting up separate campaigns for Tier 1-3 countries as it would later on let you better manage ad publishing.

But if you like to keep things simple at the beginning, just setup one campaign, include all countries in it and add all apps to this campaign. You can always shuffle things here later. :-)

15. **Save** the campaign. All done here.

Next time you add a new app, you can just add it to this existing campaign.

Campaign Logic

AppForeground	Priority		Never Show		
(17,00)	Highest	*	Do not show this campaign at this location		
Default (25 Apps)	Inclusion List(s) *		Exclusion List(s) *		
Game Over (1 App)	Add a list	•	Add a list 👻		
Home Screen (4 Apps)	* Only devices within this list w list, it may not have the same platform.	vill be included for platform as this ca	r this campaign. If you do not see your device ampaign. Click here to view or set your list's		
Menu (1 App)	Included List(s)		Excluded List(s)		

Campaign Targeting

Target by Country		Select Countries	Clear Al	
Include These Countrie	Include These Countries		*	
Add Countries by Group		Australia	×	
Tior 1	Romovo 🗎	Austria	×	
Tier 0	Remove	Belgium	×	
Tier 2	Hemove	Canada	×	
Tier 3	Remove	Denmark	×	
Small Markets	Remove	Finland	х	
Asia	Remove	France	ж	
North America	Remove	Germany	х	
South America	Remove	Hong Kong	32	
Africa	Remove			
Target by Device 🕐		Select Device(s)		
Ne min N		by series	💿 by model (
No min 👻 N	lo max 🔻			

AppLovin

AppLovin works slightly different to Chartboost or Revmob.

You don't do any setting up of an app in AppLovin dashboard. Instead you just **follow the SDK integration guide**. There are no App keys or Media ID keys, only **one SDK key** for your entire AppLovin account.

When you integrate the SDK and the app requests an advert from AppLovin network, the app's Bundle ID is automatically added to your dashboard.

You can find your AppLovin dashboard at: https://www.applovin.com/analytics

The SDK integration guide as well as your SDK ID code is located on the "Docs" page.



Revmob

Setting up new app in Revmob dashboard is much easier than Chartboost ;)

Login to your Revmob dashboard at: https://console.revmobmobileadnetwork.com/dashboard

 Click on "Monetization" tab and then the "Add iOS App" button in the bottom section of the screen.

Media							
Dashbo Das	ard 🕑 Mo	netization	Advertising	🛛 SDK	🔧 Support		
Search Media	Name or Media	ID					
	✓ Market	weola Classical Music Box Mortia D: 5308/5346/3946/401cefeb					
	¢.	Fish Eat	Fish Eater Media ID: 5201d499b5640bdac7000051				
Image: Flappy Fishy Media ID: 5321d1e8fc10e1ad4f254226					D		
	Ś.	System Tools Media ID: 52f52c461bec3cb16700034a					
	É	The Jok	er Media ID: 528535b6	8e914621220000d9	5		
	Ś.	Words J	ungle Media ID: 532a0)5633bef9d876c1fcb02	C)		

Reports Add iOS App Add Android App Add Amazon App Add Mobile Website

- 2. Type App Name into the Media Name field
- 3. Rest of the settings can stay on default values, unless you want to specifically disable say religion or dating ads in your app.
- 4. Click "Add" button
- Note the Media ID code. This is the code you add to app's source code in Xcode.

Finished. That was easy, wasn't it?

Words Jungle Media ID: 532a05633bef9d876c1fcb02



Time to get to the scary stuff - the actual programming language. Don't worry, you won't have to do any programming. We will just have a peek around. :-)

Anatomy of Xcode project

An Xcode project is a repository for all the files, resources, and information required to build an app. A project contains all the elements used to build your app and maintains the relationships between those elements. It contains one or more targets, which tell Xcode how it should build the app.

Types of files in your source code

While poking in your Xcode project, you will come across several different types of files. These include:

- Source code, including header files and implementation files
- · Libraries and frameworks, internal and external
- Resource files
- Image files
- Interface Builder (xib or Storyboard) files

We are only going to have a look at the bare minimum so you know where to change your advertising network IDs, where to change your app icon and launch screen graphics etc.

The purpose of this guide is not to teach you how to program an entire app (there are far better resources for that) but to teach you how to quickly publish an app from a source code you obtained.



These are the basic files in a typical Xcode project. Keep in mind he folder and file structure depends on how the developer set things up and will change from project to project.

Note:

You may find some projects will be missing some of the files mentioned earlier.

For example games that use Cocos 2d framework don't have interface (XIB or Storyboard) files at all and all the buttons are defined in the code itself.

Here is another example. This project use Cocos 2d framework so it has no user interface files. Apart from that, it's similar to the previous example.



Xcode interface and basic settings



When you open your project in Xcode, it will look something like this:



Let's have a look at what's what...





Identity

Project Name:	Your project name. You don't have to change this to rename your app. In fact I'd advise to leave it intact at the beginning. Sometimes when you rename a project, Xcode can loose some file connections and won't compile the app.				
	To rename an app you use the " Info " tab (see next page).				
Bundle Identifier:	Your Bundle ID that you defined in Developer Member Center				
Version:	App Version. It has to match version number you setup in iTunes Connect				
Build:	Build number. Usually you would follow a three digit formatting. For example app version 1.0 would have build number 1.0.0 then 1.0.1 then 1.0.2 etc. App version 1.6 would have build number 1.6.0, 1.6.1, 1.6.2 up to 1.6.999.				
	You only need to update build number <u>when you submit a new build to iTunes</u> <u>Connect</u> . You don't need to change the build number when you test the app on your device or simulator.				
Team:	Team should match the team defined in your app provisioning profile. To add a team setup your developer account in Xcode preferences under "Accounts" tab.				

Deployment Info

▼ Deployment Info			
Deployment Target	6.0	~	
Devices	Universal	٢	
	iPhone	Pad	
Main Interface	Main_iPhone	~	
Device Orientation	Portrait		
	Upside Down Landscape Left		
	Landscape Right		
Status Bar Style	Default	\$	
	Hide status bar		

Deployment Target: Minimum iOS version the app can run on.

Devices:	Type of devices the app supports (iPhone / iPad / Universal = both)
Main Interface:	Main interface file for selected device
Device Orientation:	The device orientation the app supports.
Status Bar Style:	Color and style of the status bar

App Icons and Launch Images

Majority of Xcode apps use image catalogs to store the app icons and launch screens. Click on these arrows to view the app icons and launch images.

Deployment Info	
App Icons and Launch Images	
App Icons Source	Appicon
Launch Images Source	Launchimage
Launch Screen File	✓



App icons for different devices and displays



Tip – changing the icons and launch images: To change the icons and launch images, simply drag and drop

your new images into the correct image catalog position.

App display name

To change the app name that is displayed on the device below the app icon, switch to the "Info" tab.

Then locate the "Bundle display name" key. You can change the app display name here.

먪 🛛 🔇 💙 🕒 Sound Loop	s							< (0 >
	General (Capabilities Info	Build Setting	gs	Build Phases	Build Rules			
PROJECT	Custom iOS Target P	roperties							
	Ke	У		Туре	Value				
TARGETS	Bu	ndle name	\$	String	\${PRODUCT_N	NAME}			
Sound Loops	Bu	ndle identifier	\$	String	com.yourcomp	pany.soundloops			
Sound LoopsTests	Info	Dictionary version	\$	String	6.0				
	Ma	in storyboard file base	name 🛔	String	Main_iPhone				
	Bu	ndle version	\$	String	1.0.0				
	▶ Re	quired background mod	des 🛟	Array	(1 item)				
	Exe	ecutable file	\$	String	\${EXECUTABL	.E_NAME}			
	Ap	plication requires iPhone	e environment 🛔	Boolean	YES		÷		
	Ma	in storyboard file base	name (iPad) 🛔	String	Main_iPad				
	▶ Su	pported interface orient	tations 🔺	Array	(2 items)				
	Bu	ndle display name	\$	String	Sound Loops				
	▶ Re	quired device capabiliti	es 🛔	Array	(1 item)				
	Bu	ndle OS Type code	\$	String	APPL				
	Bu	ndle creator OS Type c	ode 🛔	String	????				
	Loc	calization native develo	pment region 🛔	String	en		\$		
	▶ Su	pported interface orient	tations (iPad)	Array	(2 items)				
	Bu	ndle versions string, sh	ort 🗘	String	1.0				

Note:

The bundle display name should not exceed 13 characters. If it's too long the device will not display it entirely.



Build Settings

The Build Settings tab contains information for Xcode how to compile and run the project.

멾 < > 🖹 Sound Loop	s					
		General Capabilit	ties Info	Build Settings	Build Phases	Build Rules
PROJECT	Basic	All Combined	Levels +		Q~	
Sound Loops						
TARGETS	▼ Archite	ctures				
🏂 Sound Loops		Setting		🤔 Sou	nd Loops	
Sound LoopsTests		Additional SDKs				
		Architectures		Standa	rd architectures (a	rmv7, arm64) - \$(ARCHS_STANDARD) \$
		Base SDK		Latest	iOS (iOS 8.1) \$	
		Build Active Archited	ture Only	No 🗘		
		Supported Platforms		iOS 🗘		
		Valid Architectures		armv7	armv7s arm64	

Architectures: All new apps have to support 64 bit architecture so your settings should include armv7, armv7s and arm64.

🏂 Sound Loops
<multiple values=""> \$</multiple>
iPhone Developer ≎
iPhone Developer 🗘
iPhone Distribution: Digital Arts Limited
iPhone Distribution: Digital Arts Limited
Candy Friends (distribution) 🗘

Code signing

- **Provisioning Profile**: Download and double click the provisioning profile you created in your Apple Developer Member Center. Your profile should appear in the list here. Select the correct profile for your app.
- **Code Signing Release**: These two settings should be set to match what's defined in your provisioning profile. If you did everything right and set your provisioning profile first, you should see only one and correct option here.

aging		
Setting	🏂 Sound Loops	
Compress PNG Files	Yes 🗘	
Convert Copied Files	No 🗘	
Create Info.plist Section in Binary	No 🗘	
Defines Module	No 🗘	
Executable Extension		
Executable Prefix		
Expand Build Settings in Info.plist File	Yes ≎	
Force Package Info Generation	Yes ≎	
Framework Version	A	
Info.plist File	Sleep Baby/Sound Loops-Info.plist	
Info.plist Other Preprocessor Flags		
Info.plist Output Encoding	binary 🗘	
Info.plist Preprocessor Definitions		
Info.plist Preprocessor Prefix File		
Module Map File		
Preprocess Info.plist File	No 🗘	
Preserve HFS Data	No 🗘	
Private Headers Folder Path	Sound Loops.app/PrivateHeaders	
Private Module Map File		
Product Module Name	Sound_Loops	
Product Name	Sound Loops	
Property List Output Encoding	binary 🗘	
Public Headers Folder Path	Sound Loops.app/Headers	
Strings file Output Encoding	binary 🗘	
Wrapper Extension	app	

Packaging

If you scroll down on the same page, you'll see a "Packaging" section. You don't really need to change anything here, but it's helpful to know this:

Product Name:The name of the actual app executable file (ie "Sound Loops.app").It does not have effect on much and the users will most likely never see this.

If you have two versions of the same app however (for example *free* and *paid* version), and you try to submit them both to iTunes Connect, the second app may give you error saying that the bundle ID doesn't match.

This is due to both apps having same executable file name. If you change the "Product Name" of the second app version here, the said error should disappear and you'll be able to submit the app as usual.

Developer account

Before we dig any deeper, make sure you have added your Apple developer account details to Xcode.

Click on **Xcode -> Preferences** in the top menu. Then select the "**Accounts**" tab.

Click on the "+" button to add a new account

Enter your Apple **developer ID** (email address) and your **password**.

Done. That was easy, wasn't it?

• •	Accounts	
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General Accounts Behaviors Navigation Fonts & C	olors Text Editing Key Bindings Source Cor	ntrol Downloads Locations
Apple IDs	🔲 Apple ID	
	Apple ID:	
	Password: ••••••••	
	Description:	
	Name	iOS Mac
	Digital Arts Limited	Agent
		View Details
+ - 🕸		

Basic Xcode files

Let's have a look at some of the key files in your Xcode project. The basic files we will look at are:

AppDelegate.h AppDelegate.m

ViewController.h ViewController.m

Main.Storyboard (or ViewController.xib - or some variation of these)

Notice how you have an AppDelegate.h as well as another one with a ".m" extension. The .h is called the Header file and the .m is called the Implementation file.

Together, they form the AppDelegate class. (You don't need to know all of this by the way.)

AppDelegate

For the purposes of this crash course, I'll try to keep things simple. A seasoned programmer might object to the following explanation, but it will do just fine for us, "regular" folks. :-)

AppDelegate is a key file that your app looks up every time it's launched, minimalized, relaunched or exited.

It's one of the **first files loaded** up so most of the time this is the place where the **advertising network IDs** are located.

In the beginning, and for the purpose of just getting a source code, changing advertising ID codes and quickly publishing it to App Store, you only need to look at one method here:

- (BOOL)application:(UIApplication *)application didFinishLaunchingWithOptions:(NSDictionary *)launchOptions

This method tells the device what to do after the app has been launched. This is the place where most ad networks ask you to put their ID codes when integrating their SDK to a Xcode project.

On the next page you'll see a couple of examples of the AppDelegate file.

Changing advertising IDs in the source code

	AppDelegate.m PhotoEditor
#im	port "AppDelegate.h"
#im	port <revmobads revmobads.h=""></revmobads>
#in #in #in	port "LARSAdController.h" port "TOLAdAdapterGoogleAds.h" port "TOLAdAdapteriAds.h"
@im	plementation AppDelegate
- (B00L)application:(UIApplication *)application didFinishLaunchingWithOptions:(NSDictionary *)launchOptions
٤	// Override point for customization after application launch. RevMob media ID
	// Ads [RevMobAds startSessionWithApp@: @"54e9e0434b5abe950959868b"]; AdMob banner ID
	<pre>//LARS AdController [[LARSAdController sharedManager] setPinningLocation:LARSAdControllerPinLocationTop];</pre>
	[[LARSAdController sharedManager] registerAdClass:[TOLAdAdapterGoogleAds class] withPublisher10: @"ca-app-pub-8080734677354972/4350156643"]; [[LARSAdController sharedManager] registerAdClass:[TOLAdAdapteriAds class]];
}	return YES;
- ({ }	<pre>void)applicationWillResignActive:(UIApplication *)application // Sent when the application is about to move from active to inactive state. This can occur for certain types of temporary interruptions (such as an incoming</pre>
- (void)applicationDidEnterBackground:(UIApplication *)application
۲ }	<pre>// Use this method to release shared resources, save user data, invalidate timers, and store enough application state information to restore your application to its current state in case it is terminated later. // If your application supports background execution, this method is called instead of applicationWillTerminate: when the user quits.</pre>
- (void)applicationWillEnterForeground:(UIApplication *)application
{ }	// Called as part of the transition from the background to the inactive state; here you can undo many of the changes made on entering the background.
- (void)applicationDidBecomeActive:(UIApplication *)application
1	<pre>// Restart any tasks that were paused (or not yet started) while the application was inactive. If the application was previously in the background, optionally refresh the user interface. [[RevMobAds session] showFullscreen]; //Show Revmob</pre>
}	
- (void)applicationWillTerminate:(UIApplication *)application
{ }	// Called when the application is about to terminate. Save data if appropriate. See also applicationDidEnterBackground:.
@en	d

The **applicationDidBecomeActive** method has one line of code in it to display RevMob popup interstitial advert, every time the app becomes active. This includes launching the app and also restoring it from background state.

In some cases, the Ad network ID codes can be stored in a separate file. Some developers use this approach to keep the app settings grouped together in one handy file.

Here is an example:

```
- (BOOL)application:(UIApplication *)application didFinishLaunchingWithOptions:(NSDictionary *)launchOptions
{
    [RevMobAds startSessionWithAppID: REVMOB_ID];
    //LARS AdController
    [[LARSAdController sharedManager] setPinningLocation:LARSAdControllerPinLocationBottom];
    [[LARSAdController sharedManager] registerAdClass:[TOLAdAdapteriAds class]];
    [[LARSAdController sharedManager] registerAdClass:[TOLAdAdapterGoogleAds class] withPublisherId: ADMOB_ID];
```

You can see, the ID codes have been replaced with constants in this case.

This code keeps all of the ID codes stored in a separate Constants.m file to keep things tidy:

```
#import "Constants.h"
@implementation Constants
NSString *const ITUNES_APP_ID = @"804810892";
NSString *const ADMOB_ID = @"ca-app-pub-0685546953947973/8841606976";
NSString *const REVMOB_ID = @"52e04e72f3b8add712000081";
NSString *const CHARTBOOST_ID = @"52e05066f8975c1dbda6be44";
NSString *const CHARTBOOST_SIGNATURE = @"aebc21349a4033b21bb2c342f848e66a8b637f60";
@end
```

If you are unsure, check the source code documentation for instructions, where the ID codes are located. Any good source code you purchase should have at least a basic documentation explaining were to change the essential bits.

View Controllers

Because mobile apps have limited amount of screen space for displaying content, they must be creative in how they present information to the user.

View controller is a class that takes care of managing content and showing and hiding of it.

Unless you have a one-screen only app, there usually are multiple view controllers in a project. By having different view controller classes, you break up the implementation of your user interface into smaller and more manageable units.

If you needed to change a position of a button programmatically in the source code or perhaps hide some buttons, ViewController would be a class to look for it.

Calling popup ads or displaying of banner ads can also be called from View Controller class, depending on how your app has been coded.

There is a in-depth overview of view controllers in Apple's documentation at:

https://developer.apple.com/library/ios/featuredarticles/ViewControllerPGforiPhoneOS/AboutViewControllers/AboutViewControllers.html



Example of simple View Controller class

XIB user interface files and Storyboards

Xcode comes with integrated user interface editor. Interface Builder provides a visual approach to application interface design that is intuitive and easy to use.

XIB files and Storyboards are user interface files that help you visually lay out and organize elements on your app's screen. Elements such as buttons, labels, images, windows, tables etc.

If your app use interface files, you can easily reposition elements on the screen using the interface builder.

While XIB files represent one file = one screen view, storyboards combine multiple views into one file.



Example of simple user interface file

Note:

Xcode will only see files that you have imported into your project. This means if you create a new image for a button with different filename, you need to add the new file to your project by clicking on menu File -> "Add files to ..."

Note:

Some projects do not use interface builder files such as XIB or Storyboards and define all UI elements in the source code programmatically.



User interface files are linked to View Controller classes in the source code. The image above shows how buttons are linked so the app knows what action it should do, when user taps on a button.

Testing app on simulator and real device

You can test your app on an iOS simulator or your own device. To test an app on your device, simply connect it to your computer via cable and select your device from the drop down menu list.

Then click the "Run" button to compile and run the app.

If you selected any of the iOS simulator devices, Xcode will launch the simulator and launch the app in it.





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Relax Me 1 target, iOS SDK 8.1 Relaxing Sounds Constants.h Constants.m AppDelegate.h				1 2 3 4 5 6 7 8	// // AppDelegate.m // Relaxing Sounds // // Created by Michal Wurm o // Copyright Digital Arts L //

Select device or simulator

Run the app

Common errors when compiling an app

When you try to compile and run your app you may encounter some errors and warnings.

Warnings are just a compiler notices to point out something and your app will still run fine.

Errors however will stop the compiling process and you have to fix them before you can run the app.



Here are some of the most common hiccups you may encounter:

Lost connection to simulator

Sometimes it takes a while for the simulator to launch, install the app and launch it. When this process takes too long, Xcode can stop running the app and display a message "Lost connection to iOS device".

Solution: Leave the simulator running and simply compile and run the app again.

Clang / Linker error

This type of error usually happens when you integrate third party SDK but forgot to link the libraries to the project.

Solution: Check your ad network integration documentation if you linked all of the required libraries in "Build Phases" -> "Link Binary With".

			Helaxing Sounds.xcode	proj						1
	문음 < > 🖹 Relaxing S	Sounds.xcodeproj				\sim				< 🛛
By File By Type			General Capabilities	Info	Build Settings	Build Phases	Build Rules			
▼ Relaxing Sounds 15 issues	PROJECT	+				\sim		Q Search		
V R CCLayer.m	Relaxing Sounds	Target Dependencies (0 ite	ams)							
Deprecations	TARGETS		-							
'UIAccelerometer' is deprecated: first deprecated in iOS 5.0 - UIAccelerometer h	Relaxing Sounds	Compile Sources (119 item	15)							×
Deprecations										
'UIAccelerometer' is deprecated: first deprecated in iOS 5.0 - UIAccelerometer h		Link Binary With Libraries	(19 items)							×
Deprecations		Namo							Status	
'UIAccelerometer' is deprecated: first		🚔 UIKit.fra	amework						Required 🗘	
A Deprecations		🚔 MediaP	Player framework						Required ^	
"UlAccelerometer' is deprecated: first		CoreTel	lephony.framework						Required \$	
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'UlAccelerometer' is deprecated: first		🚔 RevMot	bAds.framework						Required 🗘	
The CCI abelBMEont m		🚔 StoreKit	it.framework						Optional 🛟	
► ▲ Semantic Issue		💼 iAd.fran	mework						Required 🗘	
Code will never be executed		🚔 AdSupp	port.framework						Optional 🗘	
CCDrawNode.m		System	Configuration.framework						Required 0	
Unused function 'v2fforangle'		Security	y.framework						Required 🗘	
LARSAdController.m		🚔 OpenAL	L.framework						Required 0	
Unused Entity Issue Unused variable 'adapterName'		libGoog	gleAdMobAds.a						Required 🗘	
A Unused Entity Issue		🚔 Quartz(Core.framework						Required 🗘	
Unused variable 'adapterName'		🚔 AVFoun	ndation.framework						Required 🗘	
Unused variable 'friendlyNetworkDescriptio		🚔 CoreGra	raphics.framework						Required 🗘	
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A Semantic Issue		🚔 Founda	ation.framework						Required \$	
Deprecations		🚔 AudioTo	oolbox.framework						Required 🗘	
'paymentWithProductIdentifier:' is deprecated: first deprecated in iOS 5.0 - U		+ -			Dra	g to reorder framewor	ks			
▼ INTOLAdAdapterGoogleAds.m ► △ Deprecations		Copy Bundle Resources (1)	77 items)							×
'testing' is deprecated: use the testDevices property. ♥ → ApDolegate.m ♦ Lexical or Preprocessor Issue 'RevMobAds/RevMobAds.h' file not found	+ - 0									

File not found

In some cases Xcode may forgot about the third party Ad Network libraries. This may happen when you move your project to a different folder, rename a project or sometimes even when you close the project and open it again.





Solution:

- 1. Check the file is in fact in your project directory and it had not been deleted by mistake.
- 2. Click on the file name in your project navigator and press "Delete".
- 3. Select "Remove References Only". This will remove references to the file from your project but it will not physically delete the file from your hard drive.
- 4. Click on "File" menu and "Add files to". You can do the same task by right clicking on the files in project navigator. Find the required file in your project directory and "add" it again.

This should help Xcode remember the file is in fact there and this error should go away.

h SoundSettings.h	0	#import <revmob< th=""><th>Ads/RevMobAds.</th><th>h></th><th></th><th>RevMobAds/RevMobAds.h' file not fou</th></revmob<>	Ads/RevMobAds.	h>		RevMobAds/RevMobAds.h' file not fou
m SoundSettings.m		// #import "Cha	artboost.h"			
Main_iPhone.storyboard		#import "Flurry	/•n			
Main_iPad.storyboard		#import "LARSAd	Controller.h"			
h ViewController.h		#import "TOLAdA	dapterGoogleAd	s.h"	Do you want to move the file "RevMo	bAds.framework" to the
m ViewController.m		#import "TOLAdA #import "Appira	dapteriAds.h"		Trash, or only remove the reference to	o it?
🔄 Images.xcassets		#import Appira				
h InAppPurchaseManager.h		#import "Consta	nts.h"			
InAppPurchaseManager.m	1				Cancel Romovo Poforon	Move to Trash
h SKProduct+LocalizedPric	e.h	@implementation	AppDelegate			Move to mash
M SKProduct+LocalizedPric	e.m					
Supporting Files		- (BOOL)applica	ation:(UIApplic	ation *)application didFini	shLaunchingWithOptions:(NSDictionary >	<)launchOptions
Copperang Field		1 // Ads				
BeyMohAde framework		[RevMobAds	startSessionWi	thAppID: REVMOB_ID];		
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	m Constants.m h SoundSettings m SoundSettings i Main_iPhone.s	s.h s.m storyboard	<pre>#import "AppDe #import <revmo // #import "Ch #import "Flurn</revmo </pre>	elegate.h" obAds/RevMobAds.h≻ hartboost.h" ry.h"		0
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	h InAppPurchas	eManager.h	#import "Const	tants.h"		
	m InAppPurchas	eManager.m				
	h SKProduct+Lo	ocalizedPrice.h	@implementatio	on AppDelegate		
	Supporting Fil	es	- (BOOL)applic	cation:(UIApplication *)applicati	on didFinishLaunchingWithOptions:(NSDictiona	y *)launchOptions
	AdNetworks	Chow in Finder				
	appirater Flurry Flurry.h IbFlurry	Open with Externa Open As Show File Inspect	al Editor st dC tor Co	s startSessionWithAppID: REVMOB_1 tartSession: FLURRY_ID]; Controller ontroller sharedManager] setPinn:	<pre>pl; ngLocation:LARSAdControllerPinLocationBottom;</pre>	17
	LARSAdCo AdMob	New File		ontroller sharedManager] registe ontroller sharedManager] registe the above two lines around if you	AdClass:[TOLAdAdapteriAds class]]; AdClass:[TOLAdAdapterGoogleAds class] withPub want to display Admob banners first and use	plisherId: ADMOB_ID]; iAd as fallback only
× •	Sound Loops	Add Files to "Sou	nd Loops"			
+	Frameworks	Delete	lud *s	dioSession sessionError = nil;		

Taking screenshots

When you run an app in Simulator, the easiest way to take a screenshot is simply by pressing **Command-S**.

This will save a screenshot of the simulator screen on your desktop. You can use this screenshot to directly upload to iTunes Connect.

For your reference here are the screenshot sizes you can upload to iTunes Connect:

The iPhone 6 and iPhone 6 Plus screenshots don't accept cropped (without status bar) uploads.

5.5in (iPhone 6 Plus):

 $1242 \times 2208 px$ portrait

4.7in (iPhone 6):

 750×1334 px portrait

4in (iPhone 5 and 5s):

 640×1096 portrait (without status bar) minimum 640×1136 portrait (full screen) maximum 1136×600 px landscape (without status bar) minimum 1136×640 px landscape (full screen) minimum

3.5in (iPhone 4 and 4s):

 640×920 px portrait (without status bar) minimum 640×960 px portrait (full screen) maximum 960×600 px landscape (without status bar) minimum 960×640 px landscape (full screen) maximum

iPad:

768 x 1024 px portrait (minimum) 1536 x 2048 px portrait (maximum) 1024 x 768 px landscape (minimum) 2048 x 1536 px landscape (maximum)

Submitting to App Store

Now that you are happy with your app, you have tested it and everything works fine, it is time to upload it to iTunes Connect for review and release on App Store.

Assuming you have done these steps already:

- Setup your app in iTunes Connect
- Modified the app the way you want it
- Tested it on simulator for all devices (iPhone 4 6 & iPad)

Now the final steps are:

- Archive (build) the app
- Validate and submit the archive to iTunes Connect
- Assign this archive (build) to your app version in iTunes Connect
- Submit the app for review
- Have some wine and relax while your app is waiting for review

Building your app archive

- 1. Connect your iOS device (iPhone or iPad) to your computer via cable.
- 2. Select your device as active scheme.
- 3. Click on the Product menu -> Archive



Validating and Submitting archive to iTunes Connect

After our app was archives successfully, an Xcode Organizer window will pop up. (You can always find this window in Xcode under menu Window -> Organizer).



•••			Organizer – Arc Projects Archi	chives ves		
Cogwheels Cogwheels Cogwheels Cogwheels Charlen Fun Joker Fun Joker Fun Joker Fins Match Gems Red Dots PhotoPic PhotoPic PhotoPic PhotoPic	•4	Archiv Creativ Versio Identif Estima	wheels e Type: iOS App Archive on Date: 19 March 2015 2:33 n: 1.1 ier: com.digitalarts.cogwheel ated App Store Size: Estima	App name App version	Use these button: validate and subi your app	s to mit Validate Submit Export
O Stoosh						ک Name
Percent Pro	Name	Creation Date	✓ Comment	Status		
Percent	aa	19 March 2015 2:33 pr				
Aliens Funny Jokes Funny Jokes PRO Fins Pixelate Soothing Pro Soothing	- Your po	ast app archives	Latest are	chive version		

Validation is basically a quick check if your app archive is correct. If there are any issues with the archive, Xcode will give you a warning message saying what should you fix.

To validate your archive, click on the **Validate** button.

Select your Developer Team. Click on "Choose"

reputing st	To validate for the iOS App Store, select a Development Team to use for provisioning:
	Digital Arts Limited
	View Accounts Cancel Choose

signing Identity: iPhone Distribution: Digita	Arts Limited
Binary and Entitlements	Provisioning Profile
cogs.app (6 Entitlements)	Rotating Cogwhe
Include app symbols for your application to receive sy	mbolicated crash logs from Apple, Learn More

Confirm the settings by clicking the "**Validate**" button.

Malidation Cusanaful	
validation Successful	
Your app successfully passed all validation checks.	

When all is well, you get a "Validation Successful" message.

Now you can submit the app archive to iTunes Connect.

Submit process will upload your app to iTunes Connect so it can be reviewed by Apple and then released on App Store.

To submit your archive, click on the **Submit** button.

The rest is same as with the validation process.

	Submission Su	ccessful o to the iOS App Store.
Cancel		Previous Done

When your submission is successful, your app archive (build) is now in iTunes connect.

You can see it in your app setup under "Prerelease" tab.

My Apps < Rotating Cog	Wheels : simple silly wheel landing pu				
Rotating Cog Wheels : simple silly wheel landing puzzle game • 1.0 Ready for Sale • 1.1 Prepare for Submission					
Versions Prerelease	e Pricing In-App Purchases	Game Center	Reviews Newsstand	d More ~	
Builds Internal Test	ters External Testers				
Processing ?					
Build	Upload Date		Version	Version	
1.1.0	Mar 19, 2015		1.1		Uploaded

Assigning build to app version in ITC

Before you can ask Apple to review your app, you have to wait for the system to process your build. You'll know it's ready when the build status has changed to "Inactive".

Version 1.1 2			
Build	Upload Date	Internal ?	External ?
1.1.0	Mar 19, 2015	Inactive	Inactive

Then go to the "Build" section of the app setup in iTunes Connect, click on the "+" button and select the build you just uploaded. Click on "Done" and then "Save" at the top of the screen.

Build () 1.			
	Click +	to add a build before you submit your app.	
	Add Build		
	Build	Upload Date	
Game Center 💽	0 🧏 1.1 (1.1.0)	2. March 19, 2015 2:52 PM	
Leaderboards		Cance	3.

Submitting app for review

Everything has been building up to this point. :-) Now that everything is setup, you can submit your app for review.

Click on the "Submit for Review" button.



On the next screen, select the Export compliance, Content right and Advertising Identifier use.

Submit for Review			
	Cance	el Submit]
Export Compliance Have you added or made changes to encryption features since your last submission of this app? Export laws require that products containing encryption must be properly authorized for export. Failure to comply could result in severe penalties. Learn more about export requirements.) Yes	 No 	
Content Rights Does your app contain, display, or access third-party content?) Yes	No	
Advertising Identifier Does this app use the Advertising Identifier (IDFA)? The Advertising Identifier (IDFA) is a unique ID for each iOS device and is the only way to offer targeted ads. Users can choose to limit ad targeting on their iOS device. If your app is using the Advertising Identifier, check your code—including any third-party code—before you submit it to make sure that your app uses the Advertising Identifier only for the purposes listed below and respects the Limit Ad Tracking setting. If you include third-party code in your app, you are responsible for the behavior of such code, so be sure to check with your third-party provider to confirm compliance with the usage limitations of the Advertising Identifier and the Limit Ad Tracking setting. This app uses the Advertising Identifier to (select all that apply): Serve advertisements within the app Attribute this app installation to a previously served advertisement If you think you have another acceptable use for the Advertising Identifier, contact us.	• Yes	○ No	
Limit Ad Tracking setting in iOS I, Michal Wurm, confirm that this app, and any third party that interfaces with this app, uses the Advertising Identifier checks and honors a user's Limit Ad Tracking setting in iOS and, when it is enabled by a user, this app does not use Advertising Identifier, and any information obtained through the use of the Advertising Identifier, in any way other than for "Limited Advertising			

Above are the usual choices for most of the apps.

Export compliance and Content Rights are usually always set to "No", unless your app uses encryption or third-party content.

Advertising Identifier should be always set to "Yes" if you have any kind of ad network integrated in your app. If there is no advertising in your app or any other way of tracking users, you should set this to "No".

When you have selected the correct choices, click on "Submit" at the top of the screen.

Reskinning apps

Reskinning apps is a good way to get you into the app business quickly and with relatively small investment requirements. Rather than paying tens of thousands of dollars to get an app developed, you can buy quality source codes at low cost, change the graphics and sounds and publish this app as your own.

The benefits of reskinning apps:

- It's much **cheaper** than developing app from scratch
- Reskinning is usually quite **simple** process once you learn how to do it
- It's faster to prepare app for App Store
- You can **reuse** the source code for multiple apps

How to reskin an app?

Most of the good source codes you can purchase come with some sort of manual how to prepare it for the App Store. The reskinning process is usually fairly straightforward. You find the folder with images used in the app, and replace the images with your own graphics. The key is to keep the image dimensions and format the same as the original file.

Here are a few examples:



Obviously the best software for this task is Adobe Photoshop for working with photos and Illustrator for vector graphics but you can get the job done using other software as well. Most of the graphic files are usually in PNG or JPG format.

Here is how the files may look in your project directory. All of the images in this folder would need to be changed to reskin the app. It may look like a lot but it can be done in one afternoon:



Same source code - three different games



Changing sounds and music

Changing sounds and music is the same as changing graphics. Just find the sound files within your source code folder and replace them with your own sounds and music. Don't forget to use the same file name and format so Xcode can find your files.

Have a look at page 6 of this guide for a list of resources where you can get royalty free images, artwork and music for your apps.

Getting App Store Reviews

Reviews are important to your app success. The more positive reviews your app receive, the better ranking it will obtain and the more valuable it will become. Getting good reviews is therefore important part of your app marketing.

Here are a few tips how you can get reviews for your apps:

Ask friends to post a review for you.

The cheapest and most obvious option.

Hire someone to post a review for your app.

You can pay someone to post a review for your app. One of the best places to find people for this job is on fiverr.com. You can pay only \$5 to get few reviews.

Be careful though – if someone says he can get you 20 reviews for \$5, it's most likely this person will use multiple Apple ID's on a handful of devices to post these reviews. Because all reviews are checked by Apple's staff, if multiple users post a review for the same app from one device, Apple will most likely discover this and treat it as foul play.

Use an review exchange service such as appreview.me.

It's free to use and serves as a community for indie developers to rate each other's apps. It works on points basis so you rate other developers' apps to get points, which are then used to get reviews for your own apps.

Bonuses

Have a look in the **"Bonuses"** folder, you'll find there are some great resources there that will help you with your mobile app publishing.

Links to websites with royalty free graphics

Links to websites providing free sounds

Link to website with amazing **free music** from talented artist Kevin MacLeod. You can use his music in your apps but don't forget to credit him.

Links to free fonts websites

And ... an Mac OS application that will save you many hours of work:

Scale iOS icons application – simply drag and drop an icon you want to scale for your iOS app project and this application will resize and save your icon in many different sizes.

Drag your icon onto the app



Result :)



Visit

www.coldfireapps.com for quality source codes like these:

2:52 PM

Carrier 🗢













Questions?

Email me at michal@michalwurm.com I'm happy to help.
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