

# MOBILE ADVERTISING APPLICATION

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**Abstract:** Our application is based on online advertisement posting. Here, we can apply for our advertisement to be posted. Compared to other forms of media advertising, newspaper advertisements are one of the most expensive ways that is available today. It charges according to words present for posting ads. This problem can be overcome by the “Classified Posting Application” which is free of cost as compared to the other media such as newspaper. The advertisement has the lifetime validity unless it is deleted by the admin. The error can be edited and corrected anytime

The Project ‘The mobile advertisement Application’ which is an Android Application, we are using Android Studio, JAVA, PHP, MySQL to develop our application. Android is an open source and LINUX based operating system for Mobile devices such as smart phone and tablet computer etc. The software used to do purchasing promoting, marketing etc. This project includes two applications first is owner based app and second is user based app. The user based app is used to fulfill user requirement according to the category and place. In user based application, user can search for advertisement by selecting a city and place of and they can view and share the advertisement. The user based application is for search purpose only, the user can not make any changes to the advertisement. The owner app is used by owner for posting advertisement by filling up required information like title and name of the advertisement, address, contact number etc. This is one of the most effective ways of promoting advertisement.

## I. INTRODUCTION

The “Mobile Advertising Application” is an android application. It is used to post advertisement .this project includes two applications, first is Admin based Application and second is User based Application. In user based application, the user can find for advertisement as per requirement by selecting a city and place of advertisement they want to search for and they can share the advertisement in social media apps. User can use this app for search advertisement only, user cannot edit or make changes to the advertisement. The Admin based application is managed by admin of the application. Admin has the authority to add advertisement edit or delete it. If a someone wants to post their advertisements, they must concern to the admin and give the information about their advertisement. The admin will post the advertisements by filling information in the admin application related to the advertisement i.e. person name, title, address, description of advertisement, etc. And this data will go to the user application with the help of a server. The advertisement can be of. (Tender quotation, job searching, event management, promoting their products, real estates, buying and selling of home appliances, electronic gadgets, maids, drivers, etc.)

## LITERATURE REVIEW

### 2.1 Existing System

- As compared to other forms of media advertising, newspaper are one of the most expensive ways that is available today. It charges according to words present to posting ads.
- The newspaper advertises once printed, there is no coming back from it.
- So, the Mobile Advertising Application is proposed to eliminate the drawbacks or existing resources, by letting the people to port & view the advertisement efficiently.
- Other form of advertising like television is the media, not everyone, can afford.

## 2.2 Disadvantages of Existing System

- Expensive: It is expensive because cost of printing is high.
- It can easily be discarded: Newspaper can be easily discarded once read, so fewer chances for advertising to convert the advertisement into leads or sale.
- Poor quality: Newspaper sometimes come published with poorly printed text and images that can hardly be read or seen by readers. This is difficult to get the information because the news has already been published.

## 2.3 SUMMARY

The Project 'The Mobile Advertising Application' which is an Android Application, we are using Android Studio, JAVA, PHP, MySQL to develop our application. Android is an open source and LINUX based operating system for mobile devices such as smart phone and tablet computer etc. Android Studio is an official integrated development environment (IDE) for Google Android operating system support for building Android wear app. It support all the same programming language PYTHON, PHP, Java. In this we are using XML for designing and layout because xml is light weight language so it doesn't make layout heavy. API is application programming interface, use for inserting and fetching the data from database. API's are design in PHP by hitting the API we get the response which is in Json format. Json parsing is used to parse that response, API consist of function and SQL queries for getting the response. Android applications are developed using the Java language. Android applications take JAR (JAVA ARCHIEVE) files and package them for deployment on devices as Android Package files with an extension. Application Manifest file, AndroidManifest.xml. The Android Manifest file is a file required by all Android applications, which you use to define configuration details about your application.

## PROPOSED WORK

### 3.1 Problem Definition

The problem occurs with media such as newspaper, magazines, articles are related to its printing cost with limited life span. The people has the tendency to discard or throw the newspaper once read, so fewer chances for advertisers to convert the advertisement into leads or sale. The quality is poor, and the error cannot be corrected once it is printed. This problem can be overcome by the "Mobile Advertising Application" which is free of cost as compared to the other media such as newspaper. The advertisement has the lifetime validity unless it is deleted by the admin. The error can be edited and corrected anytime.

### 3.2 Need for System

Compared to other forms of media advertising, newspaper advertisements are one of the most expensive ways that is available today. It charges according to words present for posting ads. It is quite expensive to produce and publish newspapers especially because they have to be distributed across the country. Once the newspaper advertises printed, there is no coming back from it. Classified advertisements are the source of advertising a platform for the companies or small business to promote their products or services. Classified advertising were previously famous for newspaper, magazines, etc. But now we can do classified advertising online also and best of all it is free. Other form of advertising like television is the media, not everyone, can afford.

### 3.3 Proposed Work

This project consists of two applications.

- Admin application
- User application

## 1. Admin application

The admin application has authority to post advertisement, and it is managed by admin, the admin uses admin application for post purpose by entering information like company name, seller, city, category of the advertisement.

The admin application consists of following modules.

1 .Add advertisement. .Customer information

Company information

Post Advertisement

Set Priority

2. View/edit advertisement.

Admin can view and edit the posted advertisement.

3. Add city.

Admin can add city.

4. Add category.

Admin wants to add new category, he can add in this application.

**2. User application:** With the help of user application, the user can search for advertisement. And view it, also user can share the advertisement to the social media. By clicking on to add city user can view search results for the selected city and by selecting add category user can see advertisement for that category. The advertisement will include information like title of the advertisement, company/customer name, email id, phone number, address, website, etc.

The User application consists of two modules.

1. Select City and 2. Category.

The User can select the city and Category.

View post Advertisement.

The User can view the post. The details will appear on the screen. He can visit the post and can apply directly on link, user can save the post for future reference and can also share the post and send to other user.

**CONCLUSION:** HENCE, WE HAVE PROPOSED MOBILE ADVERTISING APPLICATION FOR ANDROID PHONE. IT CAN HELP A USER TO FIND ANY KIND OF REQUIREMENTS AND PROVIDE US THE PRIVILEGE TO SAVE AND SHARE THE ADVERTISEMENT.