Claims

1. A method for publishing promotion contents, comprising:

setting up, by a server, publishing parameters of a promotion content for different types of platforms and devices of clients;

selecting, by the server, a promotion content suitable for the platform and device of a client according to the publishing parameters of the promotion content after receiving a login request from the client;

issuing, by the server, a description file of the promotion content to the client, the description file containing ~~promotion~~ content information corresponding to each type of platform and device and configuration information corresponding to the publishing parameters for each type of platform and device; ~~and~~

obtaining, by the client, configuration information from the description file according to the type of the platform and the type of the device of the client;

sending, by the client, a resource request to the server according to the configuration information corresponding to the type of the platform and the type of the device of the client in the description file;

receiving, by the server, the resource request from the client; and

issuing, by the server, a resource file of the promotion content suitable for the platform and device of the client according to ~~a~~ the resource request from the client.

2~~,~~. The method according to claim 1, wherein, the login request of the client comprises: type of the platform of the client, type of the device of the client and version of the platform of the client; and

~~a~~ the server selects the promotion content suitable for the client according to the type of the platform, the type of the device and the version of the platform of the client.

3~~,~~. The method according to claim 1 or 2, wherein, the login request from the client further comprises: a user identity (ID);

the method further comprises: obtaining, by the server, information about whether the client has opened a specific function or some specific function according to the user ID; and selecting the promotion content suitable for the client according to the type of the platform, the type of the device and the information about whether the client has opened a specific function or some specific function.

4~~,~~. The method according to claim 1, ~~wherein, the description file contains content information corresponding to each type of platforms and devices and configuration information corresponding to the publishing parameters;~~ wherein

the configuration information corresponding to the publishing parameters contains resource information of a background image, a target URL, published time information and display policy information;

the method further comprises: obtaining, by the client, the content information ~~and the configuration information~~ from the description file according to the type of its own platform and device after receiving the description file.

5~~,~~. The method according to claim 1, wherein, the description file is described in XML language.

6~~,~~. A device for publishing promotion content, comprising:

a setting module, configured to set up publishing parameters of promotion content; wherein, the publishing parameters of the promotion content are set up according to types of platforms and devices of the clients;

a selecting module, configured to select a promotion content suitable for the platform and device of a client according to the publishing parameters of the promotion content after receiving a login request from the client;

an issue module, configure to issue a description file of the promotion content to the client, and issue at least one resource file of the promotion content suitable for the platform and device of the client according to a resource request from the client; wherein the description file contains content information corresponding to each type of platform and device and configuration information corresponding to the publishing parameters for each type of platform and device, the configuration

information corresponding to the type of the platform and the type of the device of the client is obtained from the description file received by the client, and the resource request is sent from the client to the device according to the configuration information corresponding to the type of the platform and the type of the device of the client in the description file.

7~~.~~ The device according to claim 6, wherein, the login request of the client comprises: type of the platform of the client, type of the device of the client and version of the platform of the client; and

~~a server~~the selecting module selects the promotion content suitable for the client according to the type of the platform, the type of the device and the version of the platform of the client.

8~~.~~ The device according to claim 6 or 7, further comprising:

a function judging module, configured to judge whether the client has opened a specific function or some specific functions according to a user identity (ID) contained in the login request of the client; wherein

the selecting module selects the promotion content suitable for the client according to the type of the platform, the type of the device and a judging result from the function judging module.

9~~.~~ The device according to claim 6, ~~wherein, the description file contains content information corresponding to each type of platforms and devices and configuration information corresponding to the publishing parameters;~~ wherein the configuration information corresponding to the publishing parameters contains resource information of a background image, a target URL, published time information and display policy information;

after receiving the description file, the client obtains ~~promotion~~ the content information ~~and configuration information~~ from the description file according to the type of its own platform and device.

10~~.~~ The device according to claim 6, wherein, the description file is described in XML language.

11~~,~~. A computer storage medium, comprising at least one computer program, which is executed by a computer to perform the method according to any of claims 1 to 5.