Do you want to show ads in your H5 games?

Here are 5 best practices you may want to consider to be policy compliant.

01. Only use in-game formats within the game
- Use only standard APIs to place full screen ads.
- Use display ads around the game if your game is embedded in a larger page – as long as you have the right balance of content vs. ads.
- Don’t try to roll-your-own using regular display ads.
- It is not permitted to alter the behavior of Google ads in any way. This includes placing ads so that they cover any part of the site or app content.
- Publishers are not allowed to use language to encourage users to click the ads.
- Never use other intellectual property (including text, images and video) without proper approval or license.

02. Focus on the content and add value
- Create unique content and deliver a great user experience.
- You shouldn’t have more ads than content. Always make sure content is the primary focus of the page.
- Ads shouldn’t interfere with the user interaction.
- Don’t make the user click on the ad to be able to see the content.
- Sites or apps shouldn’t have more ads than content in both space and time.
- Don’t add unnecessary steps to the player’s journey to the game.
- Don’t put ads on pages that don’t have any valuable content.

03. Place ads at natural breaks in the game
- Pass your current sounds state to the API (eg. is your game playing music/silent).
- Mute the sound and pause your game before the ad plays.
- Don’t play game music while ads are showing.

04. Use the APIs we provide to mute and pause your game
- Users should be able to easily navigate through the site to find what products, goods, or services are promised.
- Publishers are not allowed to use language to lead users to click the ads.
- Don’t place ads covering any part of the site or app content or implementing parts of a webpage to cover any portion of the ads.
- Don’t display ads in portrait orientation while content is displayed in landscape orientation.

05. Follow AdSense Program Policies
- Rewarded ads may only be served after a user affirmatively opts to view a rewarded ad.
- May offer random rewards, as long as the probabilities of the different rewards are disclosed to the user.
- Don’t place rewarded ads without describing what needs to be done to earn the rewards to the users.
- Don’t provide any type of monetary compensation for interacting with ads.
- Never serve reward ads that the user hasn’t actively opted-in to watching.

06. Follow the Rewarded Ads Policies
- Get to know the Google Publisher Policies.
- Use buttons or icons that help the user understand the game will start.
- Users should be able to easily navigate through the site to find what products, goods, or services are promised.
- Strike a healthy balance between ads and content.
- Eg. having a description, genre, legitimate user ratings and reviews does add value.