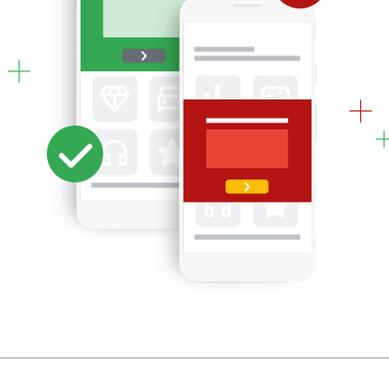


# Do you want to show ads in your H5 games?

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.

(Note: the game itself is considered as content when included or embedded on a larger page).



✘ 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.

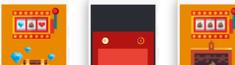
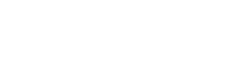
✘ Never use other intellectual property (including text, images and video) without proper approval or license.

## 02. Focus on the content and add value

✔ Create unique content and deliver a great user experience.

✔ 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.



✘ 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

✔ Pre-roll–loads after the game is launched, before the game starts running. There should be only one pre-roll.

✔ Place ads at natural breaks in the game play.

✔ Place ads where they fit into the flow of your game.

✔ Use buttons or icons that help the user understand the game will start.



✘ Don't surprise the user with ads.

✘ Never encourage players to click on ads.

✘ Don't obscure the game content with ads and vice-versa.

✘ They might place ads where they might be accidentally clicked.

## 04. Use the APIs we provide to mute and pause your 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.

## 05. Follow AdSense Program Policies

✔ Users should be able to easily navigate through the site to find what products, goods, or services are promised.

✔ Place ads where they fit into the flow of your game.

✔ Use buttons or icons that help the user understand the game will start.



✘ 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.

## 06. Follow the Rewarded Ads Policies

✔ Clearly and accurately disclose the required action by text or icons.

✔ 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.