

## Static Ads

Format	File format	Creative Size	File Size
Static	GIF, PNG or JPG (no animated GIFs)	300x250	30K max
		336x280	30K max
		500x350	30K max

## Rich Media Ads

Format	File format	Creative Size	File Size	Frame Rate	Audio	Max Length	Controls
Rich Media	SWF (Flash 6)	300x250	40K	18 fps	User initiated	10 seconds	IAB standard clickTAG with a _blank target, no hard-coded click URLs ex: on (release) {getURL(clickTAG, "_blank");}
		336x280	40K	18 fps			
		500x350	40K	18 fps			

**Notes:** Ads will play at the game's frame rate (game frame rates differ). It is best to use ActionScript time-based animation to ensure the same experience across all games.

## Video Ads (Pre-roll & Click-to-Play)

Format	File format	Creative Size	File Size	Frame Rate	Video Bit Rate	Audio Bit Rate	Color Depth	Audio	Max Length	Aspect Ratio
Video	CODECS (Flash 8 – On2vp6 or h264)	300x225 & 400x225 (both required)	Under 200K	Same as source or 1/2 source (15 or 30 fps)	150 kbps	48 kbps mono	32 bit	User initiated for pre- roll ads	Pre-roll max 15 seconds, Click-to-play max 30 seconds	4:3 or 16:9
Video + Wrapper	Video: CODECS (Flash 8 – On2vp6 or h264) Wrapper: PNG, JPG	Video: 300x225 & 400x225 (both required) Wrapper: 640x440	Under 250K							

**\*\* Important Information on the next page \*\***



## PLEASE NOTE:

- A destination page linking URL must be sent along with every creative file
- No Adult Ads; No banner with faux OS alerts; No banners with faux HTML functionality;

## Important Instructions for 3rd party Ad Serving (e.g. DoubleClick's DFA, Atlas DMT etc.)

Unfortunately, Mochi Media cannot accept 3<sup>rd</sup> party served creative at this time. This limitation is a technical one due to the inability of Adobe's flash player to handle 3<sup>rd</sup> party servers' html or JavaScript tags. We recommend that you send our AdOps team the following items for each ad that you wish to run on Mochi Media:

- a. 1x1 image tracking tag
- b. Click-thru URL tracking tag
- c. The creative in the format you'd like to run:
  1. .gif, .jpg and .png -- please send the images
  2. .swf files. Please note that we'll need all .swf files to be in version 6.0. Please feel free to send us the .fla and fonts. We can work with you to converted new version to 6.0.
  3. .flv files. Please note that we'll need all .flv movies to be in flash 8.0. As with .swf files, we can work with you to converted your new version of flv down to version 8.0