



Welcome to MochiAds for Publishers

MochiAds provides publishers with access to thousands of FREE, engaging games to entertain and monetize their users.



To learn more, visit: www.mochiads.com/publishers



For Publishers



Welcome to MochiAds for Publishers

MochiAds for Publishers is a **FREE** service for website owners to easily find high-quality games to entertain and monetize their users. We provide access to **thousands of games**, and **automated reporting tools**. This Welcome Package will assist you in setting up your Publisher account, show you how to select games from our online catalogue and game feed, and introduce you to your management tools.

Ready To Go? Four Easy Steps

Step 1. **Get Started** by signing up for your account

Step 2. **Browse** through thousands of games for your site

Step 3. **Add** games to your site

Step 4. **Monitor Performance** of games and your account earnings

Why You Should Use MochiAds

Great Games

Thousands of games! Free, high-quality content to entertain your users and keep them coming back to your site.

Automated Reporting Tools

Track game impressions and revenue across your sites and determine which games are most popular with your users.

Make Money

Monetize your traffic while keeping users engaged. Earn a share of ad revenue for games played on your site.



For Publishers



Getting Started

1. Sign Up

New to MochiAds:

Sign up for your new account at <https://www.mochiads.com/register/pub>

Existing MochiAds/MochiBot User:

Sign in with your existing login at <https://www.mochiads.com/login>, and select the Publishers link at the top left of the MochiAds dashboard.

2. Changing your Account Settings

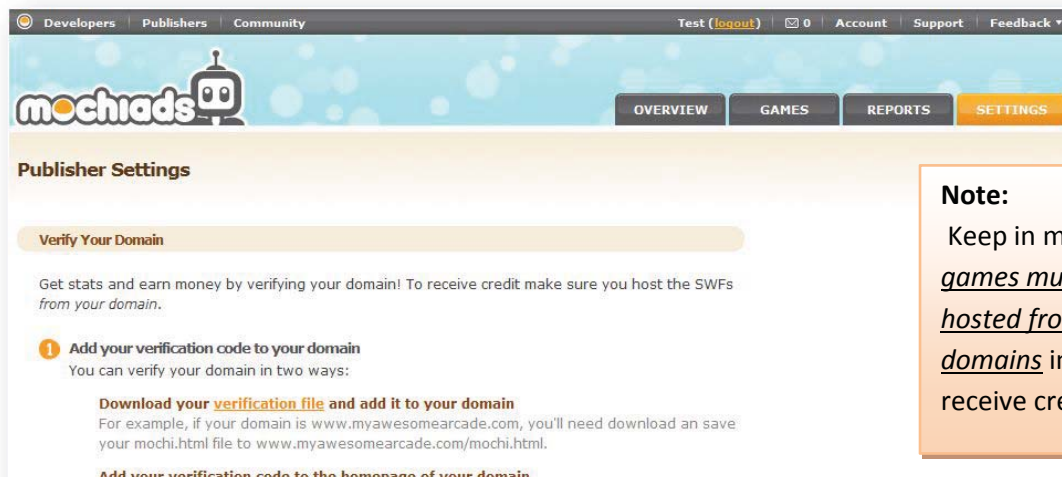
Once logged in you will see the Welcome Page. Review and update your address, payment settings and contact information by selecting the 'Account' link in the top right hand corner.



3. Adding and verifying your hosting domains

In order to get stats and earn money for any MochiAds game you place on your site, you'll need to setup and verify the domain on which you host games.

To do this, go to the 'Settings' tab in the top right hand corner, download and save your mochi.html domain verification file to the root directory of your website (ex: www.myawesomearcade.com/mochi.html), and finally enter in and save your hosting domain (ex: www.myawesomearcade.com). Once you have added your domain, your 'Overview' page will show your Dashboard instead of the Welcome Page.



Note:

Keep in mind that games must be hosted from your domains in order to receive credit



For Publishers



Browsing Games - Three Ways to Find Games

1. Game Feeds

You can browse our entire catalogue of games using either your custom games feed or our featured feeds in both XML and JSON formats. These are located in the bottom right hand corner of your dashboard. In the feed, you can click on a game's .SWF link to play it.

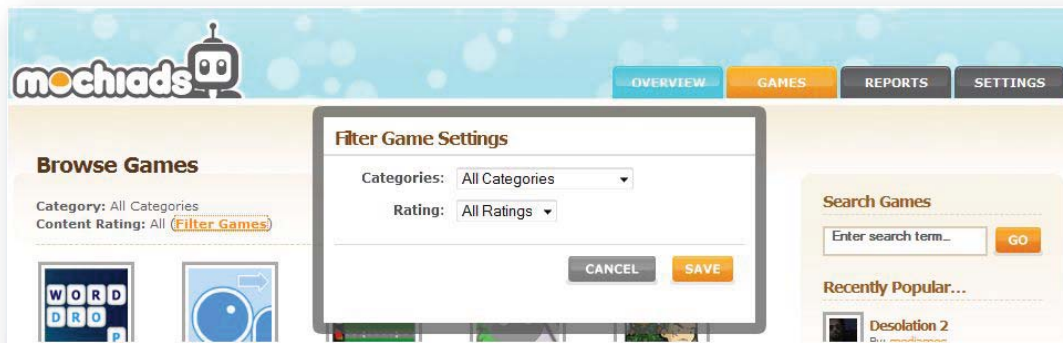
Feed Facts:

- Updated every night
- Can filter by category and rating
- Includes link to game SWF, game thumbnail, and game metadata
- Indicates when a game was updated, for example when developer fixes a bug or adds a new version tags: 'updated', 'published'



2. Games Tab

You can also browse our catalogue by selecting the 'Games' tab in the top right hand corner. Click on any game to play it. Games can be filtered by game category and content rating. Users can also search by keyword.



3. Publisher Game Packs

Want to get started fast? Easy themed publisher packs of 10-15 games are available for easy download and use. Rest assured that packs are hand-picked for high quality. Create your game section quickly by adding the "Sports" or "Puzzle" pack to your site today.



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Adding Games - 4 Ways to Add Games

The screenshot shows the Mochiads website interface. At the top, there's a navigation bar with 'OVERVIEW' and 'GAMES' tabs. Below that, the game 'SoccoFobia 2' is featured. The game's main display area has a green background with the title 'SoccoFobia 2.0' and a 'Start' button. To the left of the 'Start' button are four power-up icons: speed (red), shield (yellow), freeze (blue), and hunt (orange). To the right are four difficulty options: easy (checkbox), normal (checked checkbox), hard (checkbox), and challenge (checkbox). Below the 'Start' button, there's a 'Run for the ball!' instruction and a note: '...or actually: Run away from it.' Further down, there's a small thumbnail of the game and a description: 'SoccoFobia 2 Added: 3 months ago'. Below the description are three buttons: 'Download ZIP package' (with a red circle '1'), 'Embed Code' (with a red circle '2'), and 'Post game to my site' (with a red circle '3').

Note:

Do not use the 'embed code' to add a game to your site if you wish to be credited for the impressions you drive as the game will appear to be hosted from our servers.

1. Download the ZIP

Once you've found a game you like on the site, you can download its ZIP package by clicking the Download .ZIP package link. Example: Zip File <http://cdn.mochiads.com/c/g/bowja-the-ninja-2-inside-bigmans-compound.zip>. Each game ZIP pack includes the game's SWF file (including all versions), thumbnail, and metadata.

2. Embed the Game

When browsing games in the games catalogue, select a game you like and simply download its ZIP package by selecting the 'Embed Code' link.

3. Post the Game to Your Site

MochiAds provides publishers with feeds of our game catalog. Feeds are updated daily and available in ATOM and JSON. For more information about game feeds, check out http://mochiads.com/support/pub_docs.

4. Use the Game Feed

The 'Post game to my site' link can only be used if you add our GameSiteScript Plugin available for download in our publisher support documentation at http://mochiads.com/support/pub_docs.



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Monitoring Performance

You can browse our entire catalogue of games using either your custom games feed or our featured feeds in both XML and JSON formats. These are located in the bottom right hand corner of your dashboard. In the feed, you can click on a game's .SWF link to play it.

Publisher Reports

Earnings **Top Games**

Top 50 Games Export as CSV

Viewing: **Aug 01 – Aug 19** [\(Change Dates\)](#) | Earnings: **\$487.62** | Impressions: **9,183,027** | Domain: **-- All Domains --**

Game	Impressions†	Revenue	Date Added
*Bubble Struggle 2 Mindjolt	2,589,494	\$122.90	07-22-2008
Charlie the Duck	615,412	\$11.67	07-24-2008
Blockarelli	312,565	\$1.42	03-01-2008
Bloons	281,682	\$29.63	04-02-2007
duck, think outside the flock	274,424	\$23.74	07-22-2008
Night Bride	264,573	\$15.23	02-22-2008
Night Out Dressup	243,927	\$0.38	07-16-2008
Crush	226,414	\$15.86	08-05-2008
*Onslaught 2.1	222,872	\$11.69	10-31-2007
Puzzle Farter	217,343	\$10.67	06-09-2008

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Tip: We consider 'games.mochiads.com' distinct from 'mochiads.com'. Make sure you verify the sub-domain if that is where your game is being hosted