



Using Mugeda Content

The Mugeda Team

www.mugeda.com

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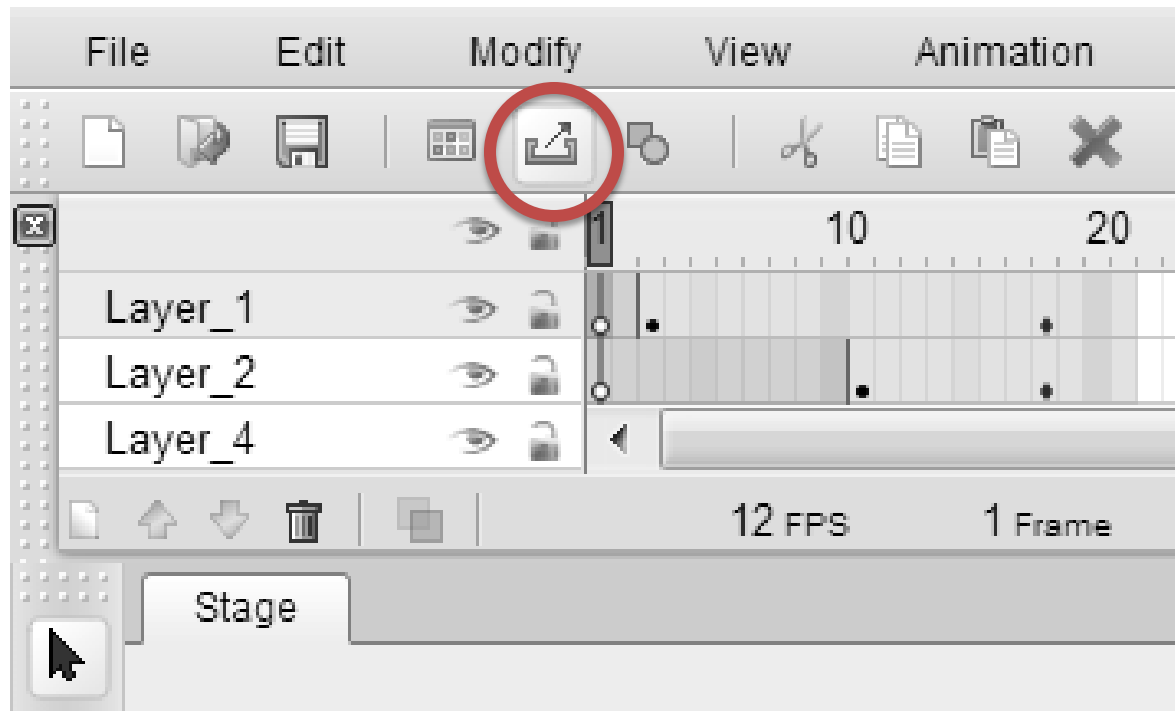
How to Use Created Content

Three basic methods












- Direct export
- Publish to Mugada CDN
- Upload to your own or 3rd party server

Direct Export

- Directly export the content and deploy elsewhere














Package Content

 50d12bc8508f3b136400000d.jpg	7/18/2013 3:19 AM	JPG File	2 KB
 50e919074dcb68ee33000055.png	7/18/2013 3:19 AM	PNG File	3 KB
 50ee65ea4dcb68d3330000c8.png	7/18/2013 3:19 AM	PNG File	3 KB
 50ee7056508f3ba20f0001cc.png	7/18/2013 3:19 AM	PNG File	2 KB
 51e67847c7141b600300007b.js	7/18/2013 3:19 AM	JS File	5 KB
 actions_51e67847c7141b600300007b.js	7/18/2013 3:19 AM	JS File	1 KB
 index.html	7/18/2013 3:19 AM	Chrome HTML Do...	1 KB
 loader.js	7/18/2013 3:19 AM	JS File	4 KB
 mraid.js	7/18/2013 3:19 AM	JS File	1 KB
 mugada_css3_player.js	7/18/2013 3:19 AM	JS File	48 KB
 mugada_utils.js	7/18/2013 3:19 AM	JS File	22 KB













Depending on your content, your package content may vary

Package Type 1

 50d12bc8508f3b136400000d.jpg  50e919074dcb68ee33000055.png  50ee65ea4dcb68d3330000c8.png  50ee7056508f3ba20f0001cc.png	Resource (e.g. image) files
 51e67847c7141b600300007b.js	Animation data
 actions_51e67847c7141b600300007b.js	User created script
 index.html	HTML file used for preview or in an iframe-based tag
 loader.js	Loader used in an script-based tag
 mraid.js  mugada_css3_player.js  mugada_utils.js	Mugada public library files

Type 1 package applies to Mugada content with user created script, or with animation control that contains frame jumping (e.g., gotoAndPlay, gotoAndPause, next frame, previous frame)

Package Type 2

 50d12bc8508f3b136400000d.jpg  50e919074dcb68ee33000055.png  50ee65ea4dcb68d3330000c8.png  50ee7056508f3ba20f0001cc.png	Resource (e.g. image) files
 css3_moz_meulf6fi.css  css3_ms_meulf6fi.css  css3_o_meulf6fi.css  css3_webkit_meulf6fi.css	CSS style files. Only one file matching the browser type (IE, Chrome, Firefox, Opera, etc.) will be transmitted and used
 index.html	HTML file used for preview or in an iframe-based tag
 loader.js	Loader used in an script-based tag
 mraid.js  mugada_utils.js	Mugeda public library files

Type 2 package applies to regular Mugeda content without user created script, or with simple animation control without frame jumping (e.g., pause, play)

Deploy Mugada Content

- Export content package
- Upload the WHOLE package, and obtain the URL for the upload path, e.g.,
 - <http://www.server.com/path/>
- Create script-based or iframe-based ad tag

Script-based Ad Tag

```
<script>
  var _mrmcp = {
    "owner_id":"4fcecceb6803fa0773000020",
    "creative_id": "51c81cd7874f97b20200013f",
    "width":320,
    "height":50,
    "title":"Coffee_Expand_copy",

    "redirect_url": "%LINK%?redir=",

    "impression_pixel": "%TRACKURL%",

    "creative_path":"https://server.com/path/"
  };
</script>
<script src="https://server.com/path/loader.js"></script>
```


Script-based Ad Tag

```
<script>
```

```
var _mrmcp = {
```

```
"owner_id":"4fceccfb6803fa0773000020",  
"creative_id": "51c81cd7874f97b20200013f",  
"width":320,  
"height":50,  
"title":"Coffee_Expand_copy",
```

Animation parameters

```
"redirect_url": "%LINK%?redir=",
```

Click tracking URL

```
"impression_pixel": "%TRACKURL%",
```

Impression tracking URL

```
"creative_path":"https://server.com/path/"
```

Creative path

```
};
```

```
</script>
```

```
<script src="https://server.com/path/loader.js"></script>
```

Loader js path

Custom URL

Name	Format	Description
Impression tracking	"%TRACKURL%"	Replace the MACRO with (typically) a 1 pixel transparent image URL.
Click tracking	"%LINK%?redir="	Replace the MACRO (together with any optional parameter like "redir" with your click tracking (usually a redirecting) URL. Note the tailing equal sign (=) is required.
creative_path	URL Path	Modify this parameter with a path where Mugada content can be found.
Loader script	URL Path	Modify this parameter with a path where the loader.js file can be found

iframe-based ad tag

```
<iframe  
src="http://www.server.com/path/index.html?key1=value1&key2=value  
2&mugeda_click_link=%ELINK%" width="320" height="50"  
marginwidth="0" marginheight="0" frameborder="0" scrolling="no">  
</iframe>
```

iframe-based ad tag

```
<iframe  
src="http://www.server.com/path/index.html?key1=value1&key2=value  
2&mugeda_click_link=%ELINK%" width="320" height="50"  
marginwidth="0" marginheight="0" frameborder="0" scrolling="no">  
</iframe>
```

Name	Format	Description
src url	URL Path	Modify this parameter with a path where the loader.js file can be found
Parameters	(key, value) pair	Attach your desired parameters to the URL. All parameters will be passed over to the landing page or redirect URL
Redirect url	mugeda_click_link= %ELINK%	Modify the MACRO with a redirecting URL

Publish to Mugada CDN

- Publish and host a creative into Mugada CDN
- Obtain the URL on Mugada CDN that can be used to create script or iframe ad tags
- Please contact Mugada for more details.

Upload to 3rd Party Server

- The exported Mugada content package can be uploaded to a desired server, and use the URL for creating ad tags
- Optional: for white-labeling partners, Mugada may upload the package directly to a designated server following a mutual agreed protocol.
- Please contact Mugada for more details.

What's next

Reusing Mugada Content

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www.mugada.com

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