



Ad Specifications for Apple News

September 2019

About Advertising on Apple News

Advertising on Apple News can run across Mac computers and iOS devices. Ad options include a variety of display banners (inline or interstitial), video ads, and native ad formats. All are designed for the optimal advertising experience on Apple News.

About This Document

In this document, you will find asset input specifications for creating a great ad experience on Apple News.

All ads created must adhere to the [Advertising on Apple News Content Guidelines](#).

Ad Identifier

Apple News automatically denotes ads with an ad identifier, which is used to identify paid placements for readers. When the ad identifier is tapped, it discloses information that was used to serve the ad, as well as information about the reader that was used to deliver targeted ads on Apple News.

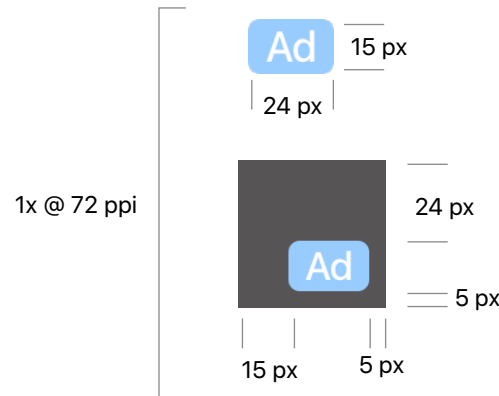
The location of the ad identifier varies based on the format:

- Banner ads: lower right corner
- Pre-roll video: lower left corner
- Outstream video ads: upper left corner
- Interstitial video ads: lower left corner

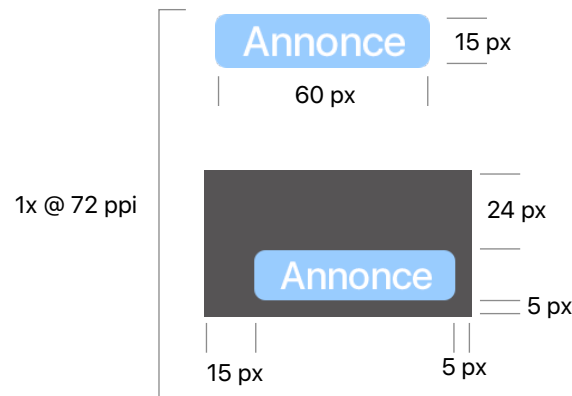
The ad identifier appears on a light blue background (99CCFE). It has a minimum iOS tap area to ensure readers can easily tap on the icon. The minimum iOS tap areas are:

- Ad identifier (English): 44px x 44px
- Ad identifier (French): 80px x 44px

Preview and test your ads to confirm the ad identifier and tap area don't conflict with your key content. You can preview your ads on [Workbench](#) or the [Workbench Ad Tester](#).



Ad identifier (English)



Ad identifier (French)

Design Considerations

Assets

Display creative assets may be produced as JPEG, GIF, or PNG. Video creative assets may be produced as MOV, M4V, or MP4.

Specifications are optimized for all supported devices. Only one set of assets is needed for all supported iPhone and iPod touch devices. Another set is needed for all supported Mac computers and iPad devices.

Animations

Animated banners can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Content Safe Area

Some display banners will leverage a content safe area to ensure consistent display across all supported iPhone/iPod touch screens. All key elements (e.g. copy, legal, key graphics, call to action, etc) should be within the safe area to avoid being cropped.

Supported Gestures

The following gestures are supported on all display banner formats:

Tap - Activates a control or selects an item

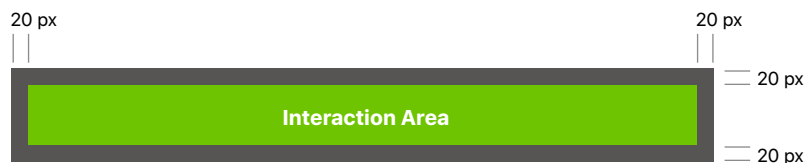
Flick - Scrolls or pans quickly

Drag - Move an element from side to side or drag an element across the display banner's interaction space

Interaction Area

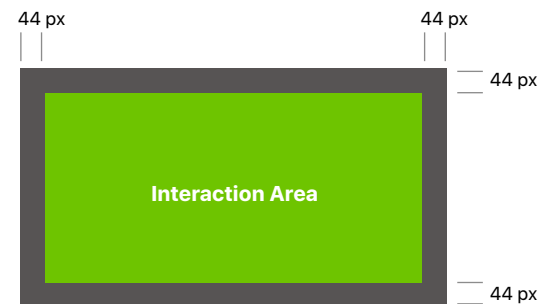
To ensure for the optimal interactivity of your ads on Apple News, all interactions should adhere to the guidelines illustrated in the diagrams below.

For Standard Banners, IAB 728x90



Example illustration: Standard Banner - iPhone 8

For Double, MREC, IAB 300x250, Large, Interstitial

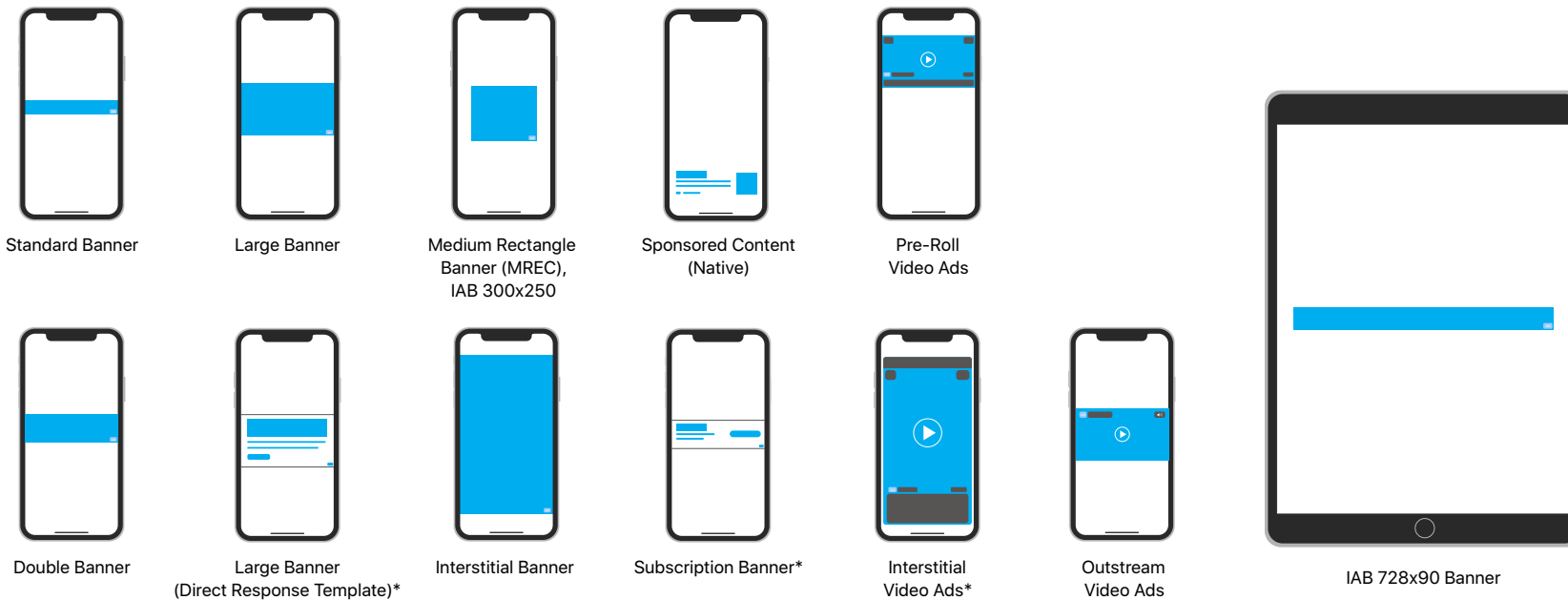


Example illustration: Large Banner - iPhone 8

Apple News Ad Formats

Workbench and Google Ad Manager

Supported Apple News Ad Formats: Workbench and Google Ad Manager



* Available in Workbench only.

Display Ads

One set of assets is needed for all Mac computers and iOS devices. Safe areas are required for some ad formats to accommodate for varying aspect ratios across iPhone, iPod touch, and iPad screen sizes. Key design/messaging elements are recommended to be within the safe area.

Video Ads

Pre-roll and Outstream video ads will display in both portrait and landscape device orientations. Interstitial video ads are currently only available for Apple inventory.

Sponsored Content (Native) Ads

These native ads will display directly in the content feeds or at the end of articles on Apple News.

Post-Tap Experience

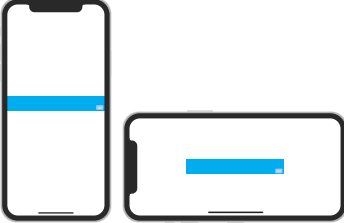
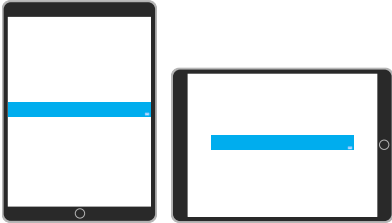
There are many options available for the post-tap experience from banners and videos including the following:

- View/read a publisher channel or article.
- Subscribe to Apple News+ (available only for Apple News+ publishers).
- Visit websites.
- Download apps.
- View/read sponsored content on Apple News.
- Download iTunes content.
- Deep-link into apps if installed on a device.
- Subscribe to a publisher channel.
- Target specific publication issues.

Supported Devices

- | | |
|---|-----------------------------|
| iPad (6th generation) | iPhone 5 |
| iPad Air | iPhone 5c |
| iPad Air 2 | iPhone 5s |
| iPad Air 3 | iPhone SE |
| iPad mini | iPhone 6 |
| iPad mini with Retina display | iPhone 6 Plus |
| iPad Mini 3 | iPhone 6S |
| iPad Mini 4 | iPhone 6S Plus |
| iPad Mini 5 | iPhone 7 |
| iPad Pro 9.7-inch | iPhone 7 Plus |
| iPad Pro 10.5-inch | iPhone 8 |
| iPad Pro 11-inch | iPhone 8 Plus |
| iPad Pro 12.9-inch | iPhone X |
| | Phone Xs |
| | iPhone Xs Max |
| | iPhone Xr |
| Computers running macOS 10.14 and above | |
| | iPod touch (6th generation) |

Standard Banner Specifications: Workbench and Google Ad Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	1242 x 166	1536 x 132
Max File Size	200 KB	200 KB

Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

Only one asset is required to display in both portrait and landscape orientation.

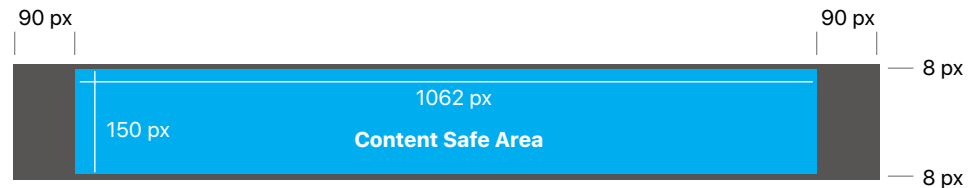
Assets may only be produced as JPEG, GIF, or PNG. Specifications are optimized for all supported devices.

Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

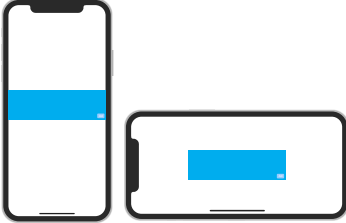
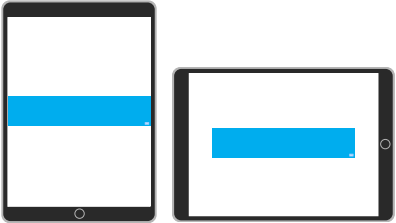
Testing ads utilizing third-party ad tags

For ads utilizing any third-party ad tags, we recommend testing your ads with the [Workbench Ad Tester](#).

Content Safe Area (iPhone/iPod touch)



Double Banner Specifications: Workbench and Google Ad Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	1242 x 332	1536 x 264
Max File Size	200 KB	200 KB

Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

Only one asset is required to display in both portrait and landscape orientation.

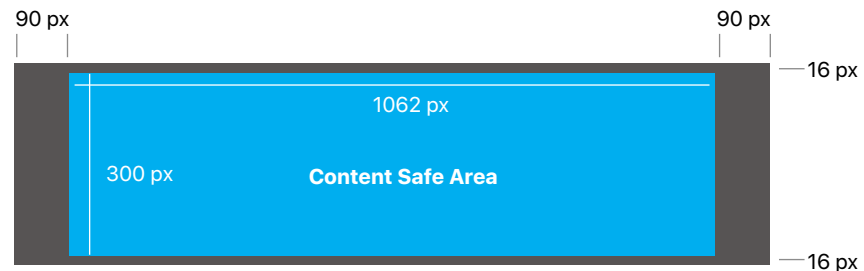
Assets may only be produced as JPEG, GIF, or PNG. Specifications are optimized for all supported devices.

Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

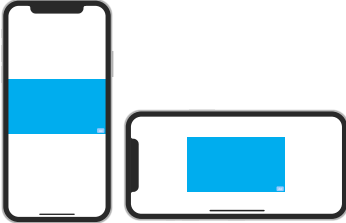
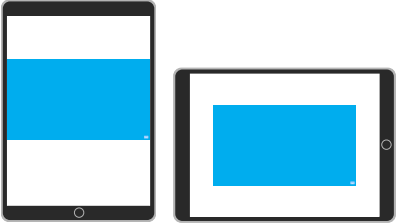
Testing ads utilizing third-party ad tags

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Content Safe Area (iPhone/iPod touch)



Large Banner Specifications: Workbench and Google Ad Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 Portrait & Landscape	 Portrait & Landscape
Asset Requirements (Dimensions In pixels)	1242 x 699	1536 x 864
Max File Size	200 KB	200 KB

Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

Only one asset is required to display in both portrait and landscape orientation.

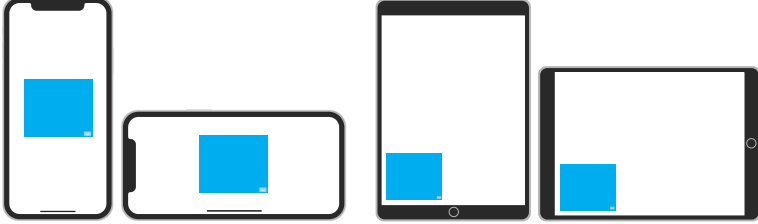
Assets may only be produced as JPEG, GIF, or PNG. Specifications are optimized for all supported devices.

Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

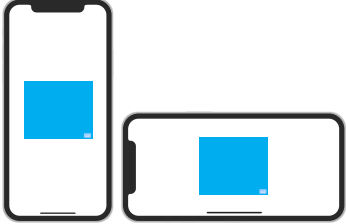
Testing ads utilizing third-party ad tags

For ads utilizing any third-party ad tags, we recommend testing your ads with the [Workbench Ad Tester](#).



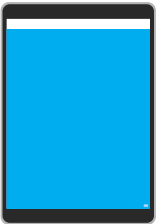
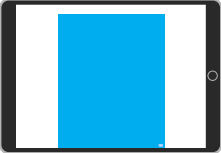
Medium Rectangle Banner (MREC) Specifications: Workbench and Google Ad Manager

Device	iPhone, iPod touch, iPad, or Mac
Orientation	 <p>Portrait and Landscape</p>
Asset Requirements (Dimensions In pixels)	900 x 750
Max File Size - For Workbench	200 KB

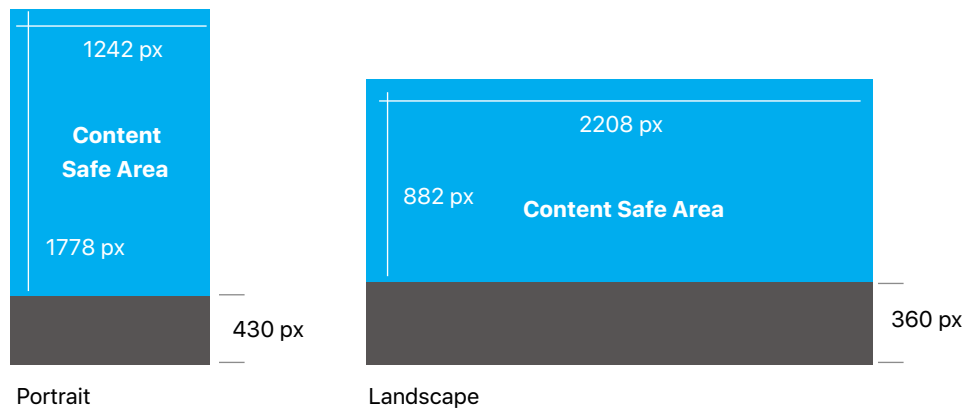
IAB 300x250 Specifications: Workbench and Google Ad Manager

Device	iPhone or iPod touch
Orientation	 <p>Portrait and Landscape</p>
Asset Requirements (Dimensions In pixels)	300 x 250
Max File Size - For Workbench	200 KB

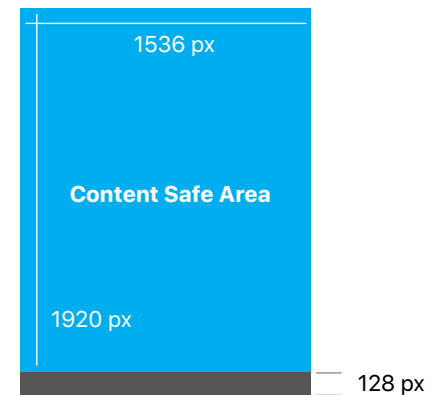
Interstitial Banner Specifications: Workbench and Google Ad Manager

Device	iPhone or iPod touch		iPad or Mac	
Orientation	 Portrait	 Landscape	 Portrait	 Landscape
Asset Requirements (Dimensions In pixels)	1242 x 2208	2208 x 1242	1536 x 2048	1536 x 2048
Max File Size - For Workbench	275 KB	275 KB	230 KB	230 KB
Max File Size - For Third-Party Served	550 KB		600 KB	

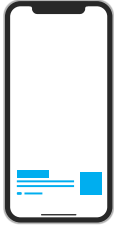
Content Safe Area (iPhone/iPod touch)



Content Safe Area (iPad)



Sponsored Content (Native) Specifications: Workbench and Google Ad Manager

Device	iPhone
Orientation	 Portrait
Article Headline	130 characters max
Advertiser Name (optional)	max 22 characters
Article ID	The Article ID of an article is the last part of the URL after the "http://apple.news/". For example if the URL of the article is: <i>https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</i> , then the article ID is <i>Agkyw5MsBSCaJXr8T61fKmg</i> .

Design Considerations

Sponsored Content (Native) will display directly in the content feeds or at the end of an article on the Apple News app. This format is intended to blend in with its surroundings. Font styling will be set by the Apple News app. Each ad will include the Publisher's logo, image from the article, and an Article Headline. Article Headline will also pre-populate from the article itself once the Article ID has been provided. Users will have the option to override the pre-populated copy. The advertiser's name is optional. All sponsored content (native) ad formats will link to a channel or article, denoted as "Sponsored", on the Apple News app.

NOTE: This ad format is available for iPhone running on iOS 11 and above.

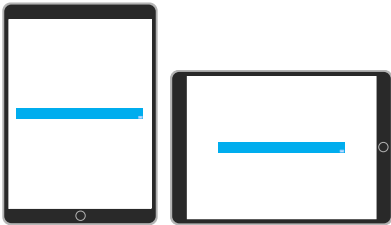


* Publisher's Logo will not appear for this ad format when it's served on a Publisher's channel.

** An Article Excerpt can appear when both of these two conditions are met:

- An Article Excerpt has been provided for the sponsored article.
- Article Headline copy is short enough such that at least two lines of Article Excerpt can be displayed.

IAB 728x90 Banner Specifications: Workbench and Google Ad Manager

Device	iPad or Mac
Orientation	 Portrait and Landscape
Asset Requirements (Dimensions In pixels)	728 x 90
Max File Size - For Workbench	200 KB

Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

Only one asset is required to display in both portrait and landscape orientation.

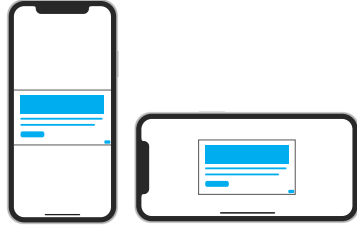
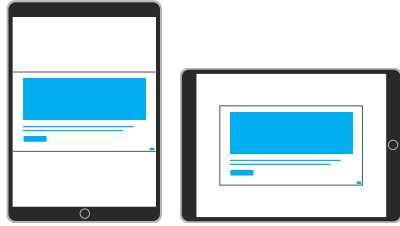
Assets may only be produced as JPEG, GIF, or PNG. Specifications are optimized for all supported devices.

Only one asset is needed for all supported Mac computers and iPad devices.

Testing ads utilizing third-party ad tags

For ads utilizing any third-party ad tags, we recommend testing your ads with the [Workbench Ad Tester](#).

Large Banner (Direct Response Template) Specifications: Workbench Only

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	1200 x 628 (Hero Image)	
Max File Size - For Workbench	120 KB	
Ad Copy	90 characters max	

Design Considerations

Large Banner (Direct Response Template) ads will display directly in the content feeds on the Apple News app.

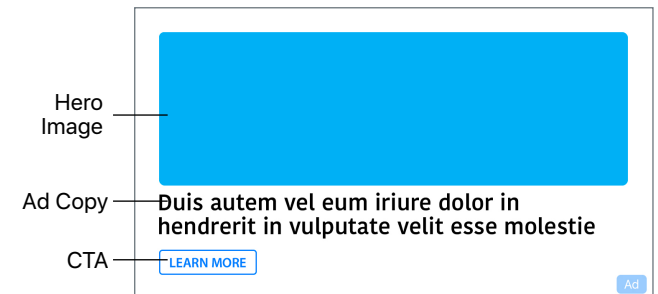
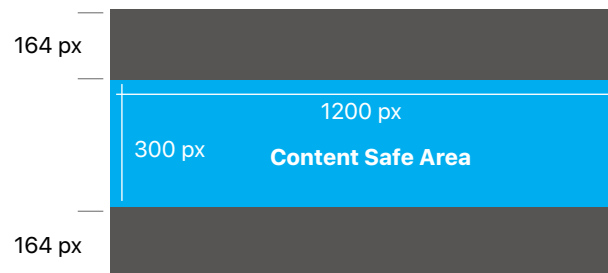
There are also multiple predefined CTA options to choose from within Workbench:

- Learn More
- Download Now
- View More
- Buy Now
- Read More
- Subscribe Now

NOTE: Portrait orientation asset will be used and will be pillar-boxed when the Apple News app is in the landscape orientation mode.

Representation of Content Safe Area

(For Hero Image)



Subscription (Template) Banner Specifications: Workbench Only

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Channel Logo	Width: 80-2560px, height: 80-256px, aspect ratio: 10:1 max, max file size = 200KB	
Subscription Details	80 characters max	

Design Considerations

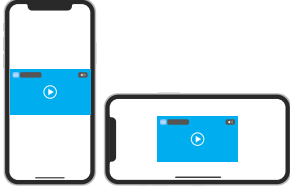
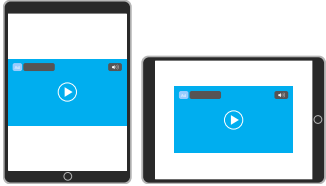
Subscription banners are intended to promote subscriptions for publishers.

Each ad includes a channel logo, subscription details, and a "GET A SUBSCRIPTION" call to action button. The default subscription details text is customizable. These elements will be set in the default font used on the Apple News app.

Subscription ads will link to the subscription sheet for the specified publisher's channel.



Outstream Video Ads Specifications: Workbench and Google Ad Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 Portrait & Landscape	 Portrait & Landscape
Asset Requirements (Dimensions In pixels)	1920 W x 1080 H progressive (16:9)	
Video Codec	H.264	
Video Bitrate	600-800 kbps (minimum)	
Audio Codec	Uncompressed	
Audio Sample Rate	44.1 kHz (minimum)	
Duration	5 seconds minimum, 30 seconds maximum	
Max File Size	250 MB (MOV, M4V, MP4)	

VAST Tags Considerations

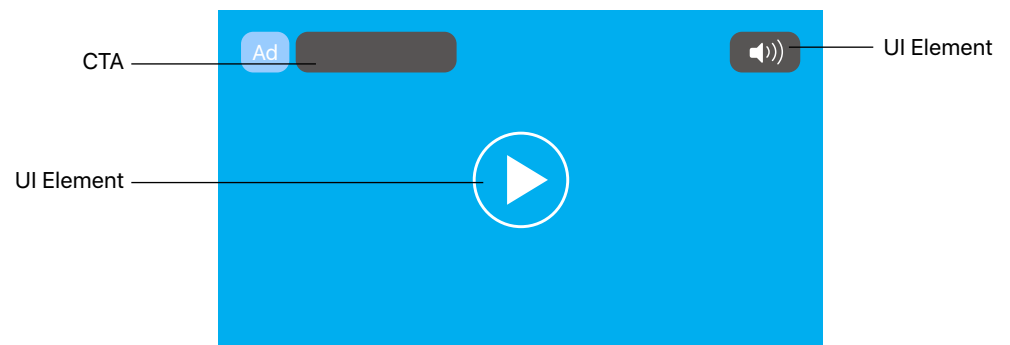
VAST tags can be utilized for Outstream Video Ads. Please see [VAST tag specifications](#) for additional requirement details.

Outstream Video Ads Design Considerations

Outstream Video Ads will display in both portrait and landscape device orientations. Specifications are optimized for all supported devices. One set of assets is needed for all Mac computers and iOS devices. Video assets uploaded to Workbench will be transcoded to support the various devices and network bandwidth requirements.

UI Elements, CTA, and the Ad Identifier will appear at the beginning of the video for two secs before fading out. They can be brought back on screen upon user tapping on the video area.

NOTE: Outstream Video Ads are available on iOS 11.3 and higher.



Pre-Roll Video Ad Specifications: Workbench and Google Ad Manager

Asset Formats	Vertical Video (9:16)	Square Video (1:1)	Horizontal Video (16:9)
Asset Requirements (Dimensions In pixels)	1080 W x 1920 H progressive	1080 W x 1080 H progressive	1920 W x 1080 H progressive
Video Codec	H.264	H.264	H.264
Video Bitrate	600-800 kbps (minimum)	600-800 kbps (minimum)	600-800 kbps (minimum)
Audio Codec	Uncompressed	Uncompressed	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)	44.1 kHz (minimum)	44.1 kHz (minimum)
Duration	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum
Max File Size	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)

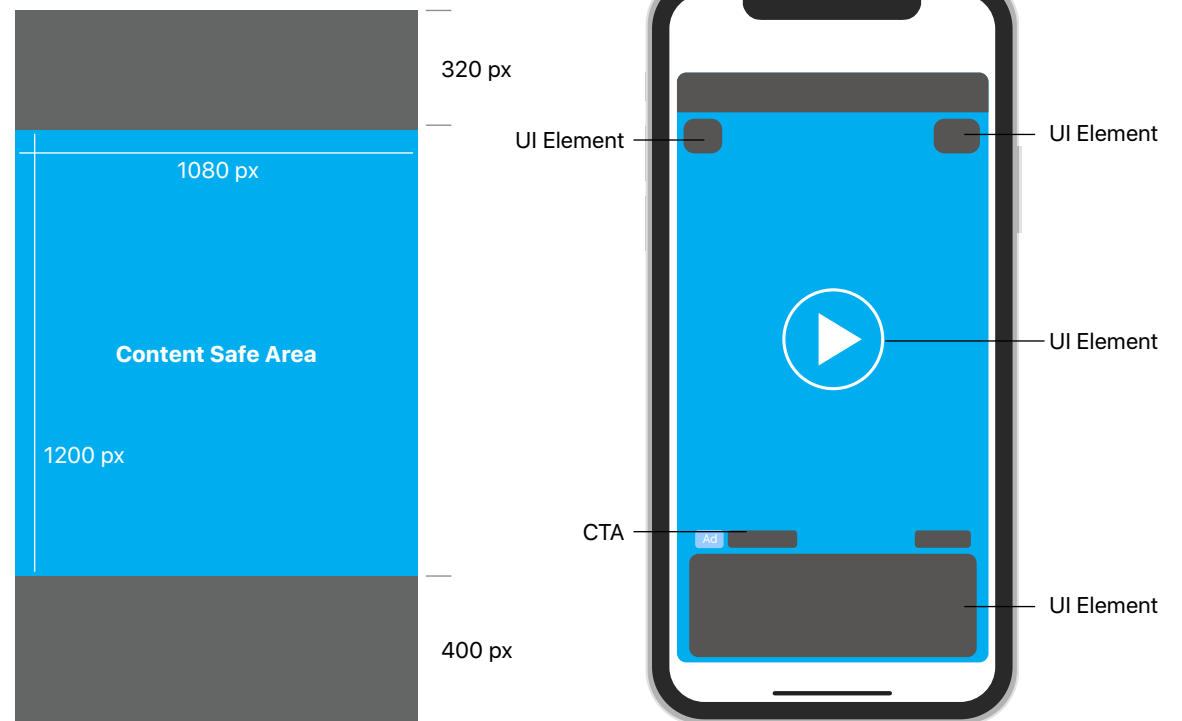
VAST Tags Considerations

VAST tags can be utilized for Interstitial or Pre-Roll Video Ads. Please see [VAST tag specifications](#) for additional requirement details.

Pre-Roll Video Ads Design Considerations

Pre-roll video displays in both portrait and landscape device orientations. One set of assets is needed for all Mac computers and iOS devices.

Content Safe Area for Vertical Video Format (9:16)



Interstitial Video Ad Specifications: Workbench Only

Asset Formats	Vertical Video (9:16)	Square Video (1:1)	Horizontal Video (16:9)
Asset Requirements (Dimensions In pixels)	1080 W x 1920 H progressive	1080 W x 1080 H progressive	1920 W x 1080 H progressive
Video Codec	H.264	H.264	H.264
Video Bitrate	600-800 kbps (minimum)	600-800 kbps (minimum)	600-800 kbps (minimum)
Audio Codec	Uncompressed	Uncompressed	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)	44.1 kHz (minimum)	44.1 kHz (minimum)
Duration	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum
Max File Size	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)

VAST Tags Considerations

VAST tags can be utilized for Interstitial or Pre-Roll Video Ads. Please see [VAST tag specifications](#) for additional requirement details.

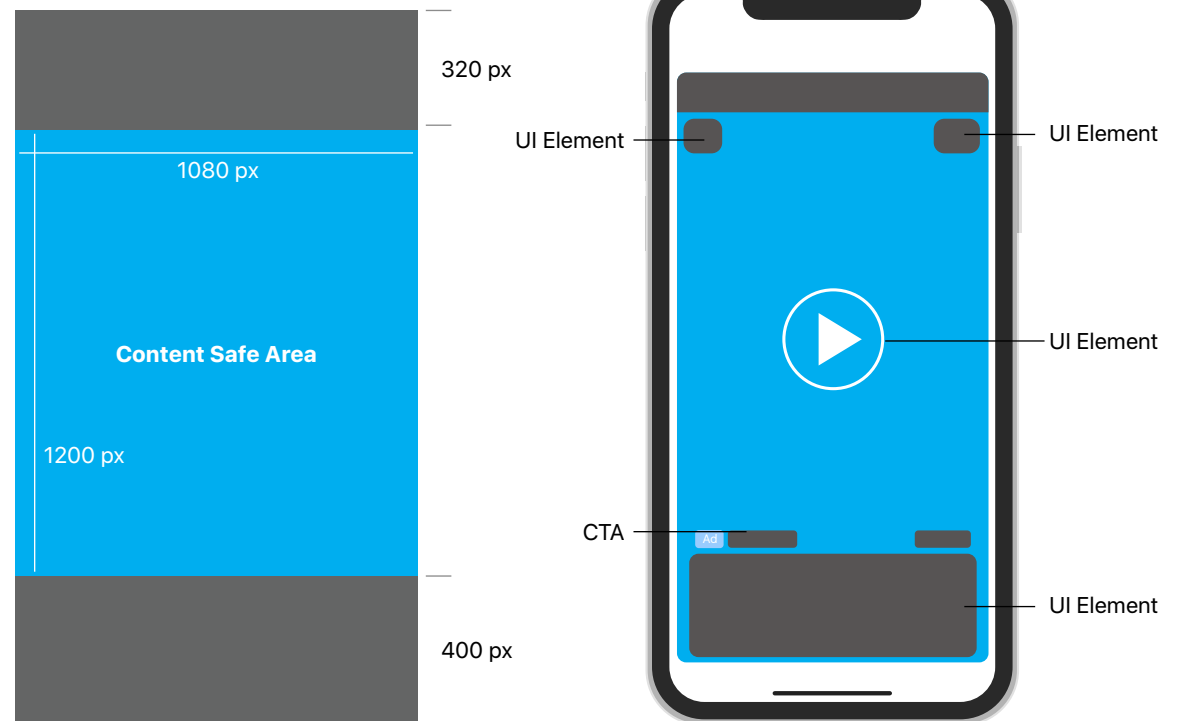
Interstitial Video Ads Design Considerations

Only one video asset is needed for all iPhone, iPod touch, and iPad devices. Video assets must meet the precise pixel dimensions outlined.

UI Elements, CTA, and the Ad Identifier will appear at the beginning of the video for five secs before fading out. They can be brought back on screen upon user tapping on the video area.

NOTE: Interstitial Video Ads are available on the Apple News widget in the Today view on iOS 11 and higher. Currently Interstitial Video Ads are only available as Apple Inventory and can only be trafficked through Workbench.

Content Safe Area for Vertical Video Format (9:16)



Apple News Ad Formats

Google Campaign Manager

Supported Apple News Ad Formats: Google Campaign Manager

Google Campaign Manager Placement Tags on Apple News can run across Mac computers and iOS devices. Ad options include a variety of display banner ad formats. All are designed for the optimal advertising experience on Apple News.

Display Ads

One set of assets is needed for all iPhone/iPod touch devices, and another set for iPad.

Google Campaign Manager Placement Tags on Apple News is supported on devices running iOS 12.0 or higher.

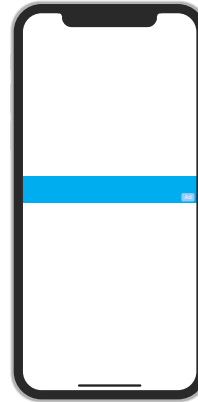
Supported Devices

iPad Air
iPad Air 2
iPad Air 3
iPad Mini 3
iPad Mini 4
iPad Mini 5
iPad Pro 9.7-inch
iPad Pro 10.5-inch
iPad Pro 11-inch
iPad Pro 12.9-inch

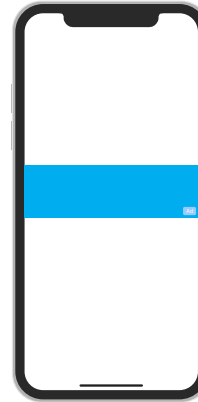
Computers running
macOS 10.14 and above

iPhone 5s
iPhone SE
iPhone 6
iPhone 6 Plus
iPhone 6S
iPhone 6S Plus
iPhone 7
iPhone 7 Plus
iPhone 8
iPhone 8 Plus
iPhone X
Phone Xs
iPhone Xs Max
iPhone Xr

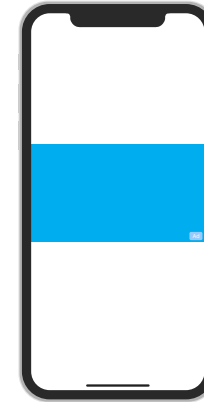
iPod touch (6th generation)



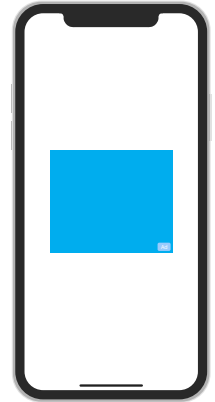
Standard Banner



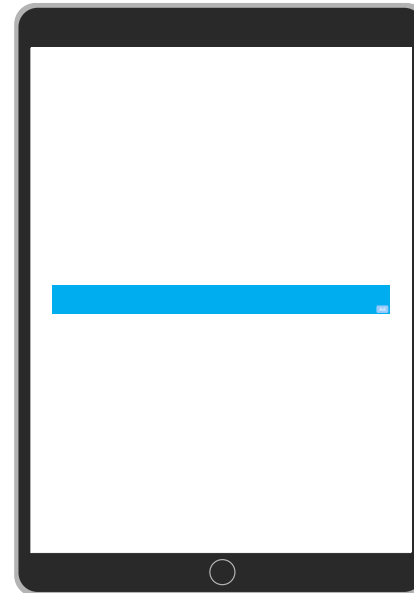
Double Banner



Large Banner

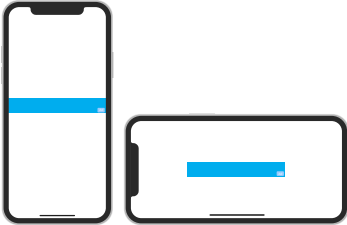
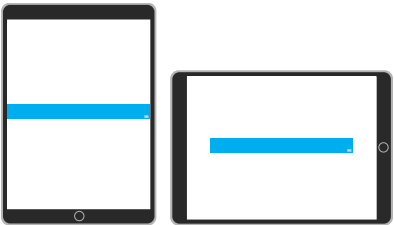


Medium Rectangle Banner (MREC),
IAB 300x250



IAB 728x90 Banner

Standard Banner Specifications: Google Campaign Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	1242 x 150	1536 x 132
Google Campaign Manager Placement Size	414 x 50	768 x 66
Max File Size	200 KB	200 KB

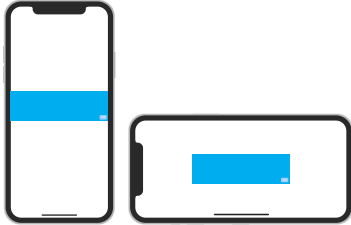
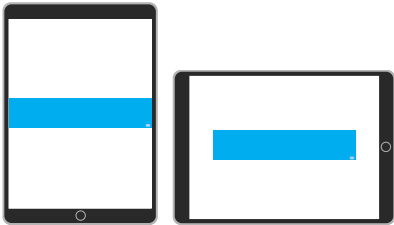
Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Videos and VAST are not supported at this time.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

Double Banner Specifications: Google Campaign Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	1242 x 300	1536 x 264
Google Campaign Manager Placement Size	414 x 100	768 x 132
Max File Size	200 KB	200 KB

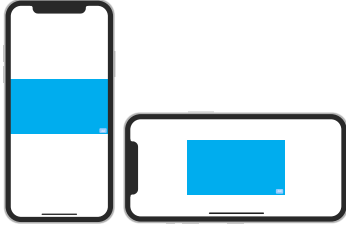
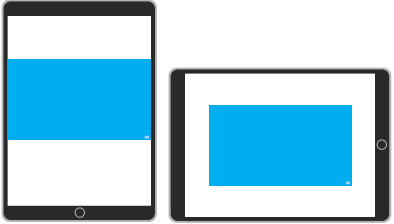
Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Videos and VAST are not supported at this time.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

Large Banner Specifications: Google Campaign Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	1242 x 699	1536 x 864
Google Campaign Manager Placement Size	414 x 233	768 x 432
Max File Size	200 KB	200 KB

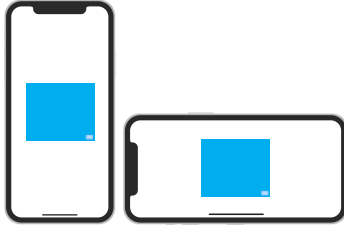
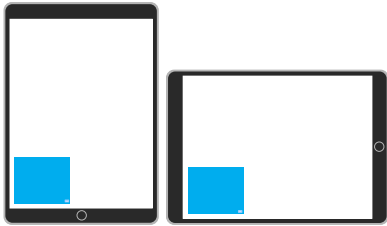
Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Videos and VAST are not supported at this time.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

Medium Rectangle Banner (MREC) Specifications: Google Campaign Manager

Device	iPhone or iPod touch	iPad or Mac
Orientation	 <p>Portrait & Landscape</p>	 <p>Portrait & Landscape</p>
Asset Requirements (Dimensions In pixels)	900 x 750	600 x 500
Google Campaign Manager Placement Size	300 x 250	300 x 250
Max File Size	200 KB	200 KB

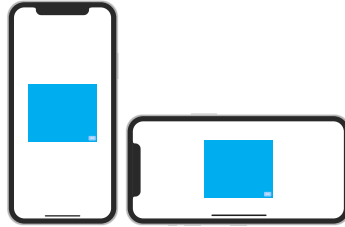
Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Videos and VAST are not supported at this time.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

IAB 300x250 Specifications: Google Campaign Manager

Device	iPhone or iPod touch
Orientation	 Portrait & Landscape
Asset Requirements (Dimensions In pixels)	300 x 250
Google Campaign Manager Placement Size	300 x 250
Max File Size	200 KB

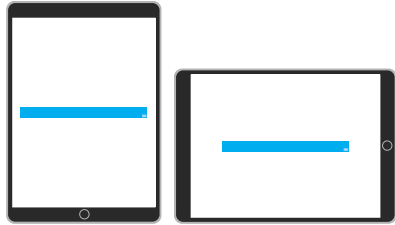
Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Videos and VAST are not supported at this time.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

IAB 728x90 Banner Specifications: Google Campaign Manager

Device	iPhone or iPod touch
Orientation	 Portrait & Landscape
Asset Requirements (Dimensions In pixels)	728 x 90
Google Campaign Manager Placement Size	728 x 90
Max File Size	200 KB

Animations

Animated banners (animated GIFs) can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Assets

- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Videos and VAST are not supported at this time.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices.

Technical Specifications: Google Campaign Manager

Ad Serving

A Standard, Double, Large, MREC, IAB 300x250, and IAB 728x90 ads can be served only on:

- iOS 12.0 and above
- macOS 10.14 and above

Google Campaign Manager served ads should adapt to changes in point size for portrait and landscape orientations.

In order to prevent non-user initiated navigation, all tap methods should be associated with a tap in a timely manner. Delays in tap method calls may cause the ad destination to be blocked. Therefore, all tap action methods including *MRAID.open()*, *MRAID.expand()*, and *mraid.createCalendarEvent()* should be called upon immediately on tap.

NOTE: 4th-party tracking tags and VAST tags are not supported for Google Campaign Manger on Apple News.

Whitelisting/Privacy

Ads requested by Apple News will be routed through an Apple-hosted proxy server for privacy purposes. This means that all ad serves on Apple News will come from Apple IP addresses, therefore we need to make sure that this traffic is not identified as bots/DDOS by your servers. The ideal way for this to be solved would be for you to whitelist all IP addresses beginning with 17 (e.g. 17.*.*), which are all owned by Apple.

MRAID Implementation

Apple News Advertising SDK implements a subset of MRAID 1.0 as a standard *mraid.js* that can be called by the ad. All tags must be MRAID compliant. Supported methods and events below.

Supported Methods

- *addEventListener*
- *close*
- *expand (two part only)*
- *getExpandProperties*
- *getPlacementType*
- *getState*
- *getVersion*
- *isViewable*
- *open*
- *removeEventListener*
- *setExpandProperties*
- *_addToCalendar (Apple API)*

Supported Events

- *error*
- *ready*
- *stateChange*
- *viewableChange*

NOTE: Custom close buttons are not supported. Apple will supply a standard close button displayed in the upper right corner of the expanded ad experience.

Additional Development Details

Ads are loaded in a fairly standard web view (WKWebView). However, there are important details that should be taken in to consideration when using Google Campaign Manager tags for ads on Apple News.

1. The following Google Campaign Manager tag types are supported:
 - JavaScript (<ins> with *data-dcm-rendering-mode='script'*)
 - Legacy JavaScript
2. All paths to resources that the ads load can be either absolute or relative paths.
3. iFrames are supported for use within Google Campaign Manager tags.
4. SSL serving is required. All ads must be SSL compliant.
5. Taps are supported using *MRAID.open* method or anchor tags <a href>. Use of *Window.open* will cause the clicks to fail.
6. A maximum of 100 requests per impression is allowed. This includes all pixels, JS, image, etc. Any requests beyond the allowed limit will be ignored.

Technical Specifications: Google Campaign Manager

Supported In-Banner Features

- HTML5 JS/ CSS Animation
- Tap - activates a control or selects an item
- Flick - scrolls or pans quickly
- Drag - move an element from side to side or drag an element across the display banner's interaction space

Unsupported Features

To optimize user experience as well as ensure security and privacy, the following device features are blocked by Apple News Ad SDK.

- Accelerometer
- Gyroscope
- In-banner forms
- Tap to SMS/ Call/ Email
- Camera access
- Video/ audio
- Device location

Google Campaign Manager Tag (Display) Checklist

- Apple IPs (17.*) whitelisted or not blocked
- URLs must use HTTPS protocol
- SSL compliant
- All clicks using MRAID.open() or <a href>
NOTE: Use of Window.open will cause the clicks to fail
- No 4th party tracking
- < 100 requests per impression
- All ads are to spec in portrait and landscape mode
- Expandable ads
 - No custom close
 - 2-Part expand only

Apple News Ad Formats

Third-party Ad Tags / VAST / Workbench Ad Tester /
Rendered Display Information

Technical Specifications: Third-party Ad Tags

Third-Party Ad Serving

Third party ad tags should only be used for creative rendering on Apple News. Any uses beyond the display of advertising, such as the the creation and/or operation of an ad network is strictly prohibited and is subject to review by Apple and may be removed at its sole discretion.

A Standard, Double, Large, MREC, Interstitial, IAB 300x250, and IAB 728x90 ads can be third-party served only on:

- iOS 10.3 and above
- macOS 10.14 and above

VAST tags can be third-party served only on iOS 11.3 and above. VAST is not currently supported for Google Campaign Manager tags.

Third-party served ads should adapt to changes in point size for portrait and landscape orientations. With the exception of MREC, all Apple ad formats require one ad tag for Portrait and Landscape orientations on each device.

Interstitial ads should be coded as a banner rather than a typical MRAID interstitial. Apple News Ad SDK will always return *inline* when *MRAID.getPlacementType* method is called. Apple News interstitial ads do not have a standard close button to exit out of the ad experience. Users can exit out of the interstitial ad on Apple News by swiping left or right to the next article.

In order to prevent non-user initiated navigation, all tap methods should be associated with a tap in a timely manner. Delays in tap method calls may cause the ad destination to be blocked. Therefore, all tap action methods including *MRAID.open()*, *MRAID.expand()*, and

mraid.createCalendarEvent() should be called upon immediately on tap.

NOTE: 4th-party tracking tags are not supported.

MRAID Implementation

Apple News Advertising SDK implements a subset of MRAID 1.0 as a standard *mraid.js* that can be called by the ad. All tags must be MRAID compliant. Supported methods and events below.

Supported Methods

- *addEventListener*
- *close*
- *expand (two part only)*
- *getExpandProperties*
- *getPlacementType*
- *getState*
- *getVersion*
- *isViewable*
- *open*
- *removeEventListener*
- *setExpandProperties*
- *_addToCalendar (Apple API)*

Supported Events

- *error*
- *ready*
- *stateChange*
- *viewableChange*

NOTE: Custom close buttons are not supported. Apple will supply a standard close button displayed in the upper right corner of the expanded ad experience.

Whitelisting

Ads requested by Apple News will be routed through an Apple-hosted proxy server for privacy purposes. This means that all ad serves on Apple News will come from Apple IP addresses, therefore we need to make sure that this traffic is not identified as bots/DDOS by your servers. The ideal way for this to be solved would be for you to whitelist all IP addresses beginning with 17 (e.g. 17.**.*), which are all owned by Apple.

Additional Development Details

Ads are loaded in a fairly standard web view (WKWebView). However, there are important details that should be taken in to consideration when using third-party ad tags for ads on Apple News.

1. All paths to resources that the ads load must be absolute (complete) URLs, not relative paths.

NOTE: Google Campaign Manager can support both absolute and relative paths.

2. Use of iFrames is not supported. When ads are loaded in Apple News, they cannot create or use iFrames at any time; the ad will fail loading. The MRAID object is only accessible via the document's mainframe.

NOTE: Google Campaign Manager can support the use of iFrames.

3. SSL serving is required. All ads must be SSL compliant.
4. Taps are supported using *MRAID.open* method or anchor tags `<a href>`. Use of *Window.open* will cause the clicks to fail.
5. A maximum of 100 requests per impression is allowed. This includes all pixels, JS, image, etc. Any requests beyond the allowed limit will be ignored.

Technical Specifications: Third-party Ad Tags

Supported In-Banner Features

- HTML5 JS/ CSS Animation
- Tap - activates a control or selects an item
- Flick - scrolls or pans quickly
- Drag - move an element from side to side or drag an element across the display banner's interaction space

Unsupported Features

To optimize user experience and ensure security and privacy, the following device features are blocked by Apple News Ad SDK.

- Accelerometer
- Gyroscope
- In-banner forms
- Tap to SMS/ Call/ Email
- Camera access
- Video/ audio
- Device location

Supported Vendors (Display)

- Bonzai
- Celtra
- Dianomi
- Google Campaign Manager
- Polar
- ResponsiveAds

Third-party Ad Tag (Display) Checklist

- Absolute URLs only

NOTE: Google Campaign Manager tags can support absolute or relative paths

- URLs must use HTTPS protocol
- Apple IPs (17.*) whitelisted or not blocked
- No iFrames

NOTE: Google Campaign Manager tags can support the use of iFrames

- SSL compliant
- All clicks using *MRAID.open()* or `<a href>`

NOTE: Use of `Window.open` will cause the clicks to fail

- No 4th party tracking
- < 100 requests per impression
- All ads are to spec in portrait and landscape mode
- Expandable ads
 - No custom close
 - 2-Part expand only

Technical Specifications: VAST

Asset Formats	Vertical Video (9:16)	Square Video (1:1)	Horizontal Video (16:9)
AD Formats	<ul style="list-style-type: none"> • Pre-Roll Videos Ads • Interstitial Video Ads 	<ul style="list-style-type: none"> • Pre-Roll Videos Ads • Interstitial Video Ads 	<ul style="list-style-type: none"> • Pre-Roll Videos Ads • Interstitial Video Ads • Outstream Video Ads
Asset Requirements (Dimensions In pixels)	1080 W x 1920 H progressive	1080 W x 1080 H progressive	1920 W x 1080 H progressive
Video Codec	H.264	H.264	H.264
Video Bitrate	600-800 kbps (minimum)	600-800 kbps (minimum)	600-800 kbps (minimum)
Audio Codec	Uncompressed	Uncompressed	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)	44.1 kHz (minimum)	44.1 kHz (minimum)
Duration	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum
Max File Size	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)

Consideration for VAST tags

- VAST tags are supported for devices running iOS 11.3 and higher.
- The ad formats are supported for Workbench and Google Ad Manager.
 - [Outstream video ads](#)
 - [Pre-Roll video ads](#)
 - [Interstitial video ads](#)
- Only VAST 2.0 and 3.0 tags containing linear ads and skippable linear ads are supported.
- Progressive loading only.
- Apple IPs (17.*) whitelisted or not blocked.
- VPAID, VAST 1.0, VAST 4.0 tags are not supported.
- VAST tags are not supported for Google Campaign Manager on Apple News.
- HTTPS protocol is required.

Supported Vendors (VAST)

- Celtra
- Flashtalking
- Innovid
- Kargo
- Sizmek
- Teads
- Transmit.Live
- Unruly

Testing Third-party Ad Tags

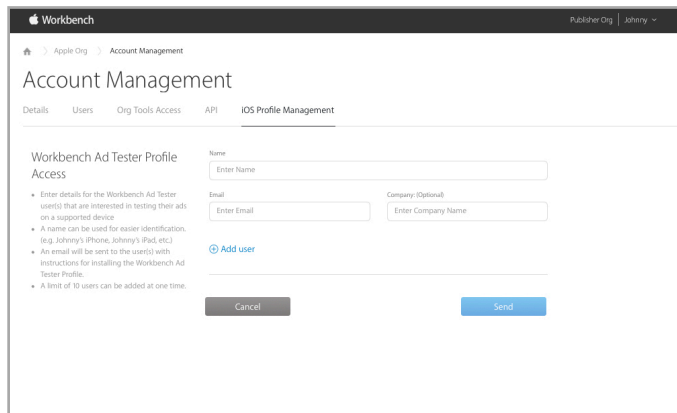
For ads running on Apple News utilizing any third-party ad tags, we recommend testing ads with the [Workbench Ad Tester](#). Workbench Ad Tester does not require direct Workbench access. It can be shared with creative partners to encourage independent testing of ads intended for Apple News. Follow the instructions below to begin testing your ad tags.

iOS profile for Workbench Ad Tester

To use the [Workbench Ad Tester](#) with devices running iOS 11.4 or higher, a special iOS profile must first be installed on the testing device.

Note: iOS versions 12.1.1 and 12.1.2 are not supported.

1. On Workbench, click Account under your username.
2. On the Account Management Page, select iOS Profile Management tab.
3. Click on Send Profile and enter the information on screen.
4. Once you click Send, an email will be sent with instructions to download the profile.
5. Open the email on an iOS device running iOS 11.4 or higher and follow the instructions to install the necessary iOS profile.

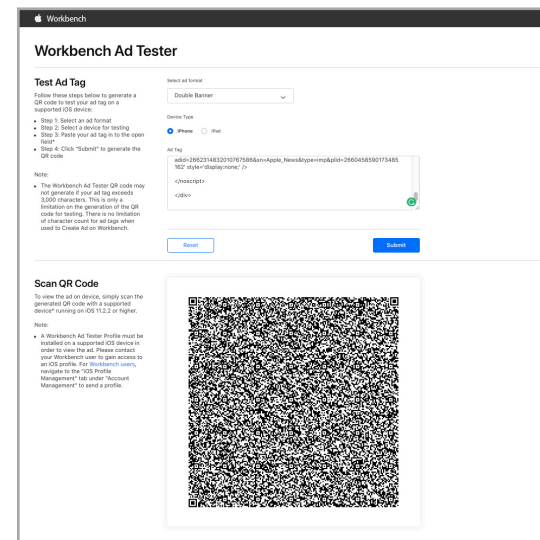


Key Features

- The Workbench Ad Tester tool does not require access to Workbench.
- The Workbench Ad Tester iOS profile can be shared with creative partners allowing them to test ads independently.

Using Workbench Ad Tester

1. Open [Workbench Ad Tester](#) on your desktop Safari browser.
2. Select an ad format.
3. Select a device for testing.
4. Paste the third-party ad tag into the open field.
5. Click Submit to generate a QR code.
6. Scan the QR code using the Camera app on an iOS device running iOS 11.4 or higher.



NOTE: The Workbench Ad Tester QR code may not generate if your ad tag exceeds 4,000 characters. This is only a limitation on the generation of the QR code for testing. There is no limitation of character count for ad tags when used to create ads on Workbench.

Rendered Display Information

Summary of the actual on-device dimensions of the ad as the user would see them

iPhone 5, iPhone 5c, iPhone 5s, iPhone SE, iPod touch (6th generation)

Format	Standard		Double/Subscription		Large		Sponsored Content (Native)		Interstitial		MREC	IAB 300x250	
Orientation	Portrait/Landscape		Portrait/Landscape		Portrait/Landscape		Portrait	Landscape	Portrait	Landscape	Portrait/Landscape	Portrait/Landscape	
Dimensions (in points)	320 x 50		320 x 100		320 x 180		320 x 100		N/A	320 x 455	568 x 252	300 x 250	300 x 250
Dimensions (px) at 72 ppi	640 x 100		640 x 200		640 x 360		640 x 200			640 x 910	1136 x 512	600 x 500	600 x 500

iPhone 6, iPhone 6s, iPhone 7, iPhone 8

Format	Standard		Double/Subscription		Large		Sponsored Content (Native)		Interstitial		MREC	IAB 300x250	
Orientation	Portrait/Landscape		Portrait/Landscape		Portrait/Landscape		Portrait	Landscape	Portrait	Landscape	Portrait/Landscape	Portrait/Landscape	
Dimensions (in points)	375 x 50		375 x 100		375 x 211		375 x 100		N/A	375 x 554	667 x 331	300 x 250	300 x 250
Dimensions (px) at 72 ppi	750 x 100		750 x 200		750 x 422		750 x 200			750 x 1108	1334 x 622	600 x 500	600 x 500

iPhone 6 Plus, iPhone 6s Plus, iPhone 7 Plus, iPhone 8 Plus

Format	Standard		Double/Subscription		Large		Sponsored Content (Native)		Interstitial		MREC	IAB 300x250	
Orientation	Portrait/Landscape		Portrait/Landscape		Portrait/Landscape		Portrait	Landscape	Portrait	Landscape	Portrait/Landscape	Portrait/Landscape	
Dimensions (in points)	414 x 50		414 x 100		414 x 233		414 x 100		N/A	414 x 623	736 x 370	300 x 250	300 x 250
Dimensions (px) at 72 ppi	1242 x 150		1242 x 300		1242 x 699		1242 x 300			1242 x 1869	2208 x 1110	900 x 750	900 x 750

iPhone X

Format	Standard		Double/Subscription		Large		Sponsored Content (Native)		Interstitial		MREC	IAB 300x250	
Orientation	Portrait/Landscape		Portrait/Landscape		Portrait/Landscape		Portrait	Landscape	Portrait	Landscape	Portrait/Landscape	Portrait/Landscape	
Dimensions (in points)	375 x 50		375 x 100		375 x 211		375 x 100		N/A	375 x 641	724 x 290	300 x 250	300 x 250
Dimensions (px) at 72 ppi	1125 x 150		1125 x 300		1125 x 633		1125 x 300			1125 x 1923	2172 x 870	900 x 750	900 x 750

iPad Air, iPad Air 2, iPad mini 2, iPad mini 3, iPad mini 4, 9.7-inch iPad Pro

Format	Standard		Double/Subscription		Large		Interstitial				MREC	IAB 728x90	
Orientation	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait		Landscape		Portrait/Landscape	Portrait	Landscape
Dimensions (in points)	768 x 66	700 x 60	768 x 132	700 x 120	768 x 432	700 x 393	768 x 960		1024 x 704		300 x 250	728 x 90	728 x 86
Dimensions (px) at 72 ppi	1536 x 132	1400 x 120	1536 x 264	1400 x 240	1536 x 864	1400 x 786	1536 x 1920		2048 x 1408		600 x 500	728 x 90	728 x 86

10.5 -inch iPad Pro

Format	Standard		Double/Subscription		Large		Interstitial				MREC	IAB 728x90	
Orientation	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait		Landscape		Portrait/Landscape	Portrait	Landscape
Dimensions (in points)	768 x 66	700 x 60	768 x 132	700 x 120	768 x 432	700 x 393	834 x 1048		1112 x 770		300 x 250	728x90	728 x 86
Dimensions (px) at 72 ppi	1536 x 132	1400 x 120	1536 x 264	1400 x 240	1536 x 864	1400 x 786	1668 x 2096		2224 x 1540		600 x 500	728x90	728 x 86



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