



Apple Advertising Platforms

**Content Guidelines
For Publishers**

July 2018

Overview

These guidelines apply to video, banners, native, and expanded experiences appearing on the Apple News App or the App Store. Creative agencies and content creators of advertisements should read this document.

These guidelines are not intended as legal advice. Adherence to these guidelines is not necessarily sufficient to meet the standards of state, provincial, or federal laws. Apple encourages each advertiser and its agency to consult with legal counsel.

Apple reserves the right to reject any advertisement that doesn't meet the minimum guidelines during the certification process, or any advertisement that Apple feels is not appropriate for the Apple Advertising Platforms or its users.

General Guidelines

Audio: Audio must be user initiated (with the exception of audio in pre-roll videos) and appropriate for all audiences. For example, suggestive or sexually oriented audio, or audio that contains profanity, vulgarity, or violence etc. is not allowed.

Animation: Repetitive, rapid flashing, or excessive or visually stressful blinking is not allowed. Banners can loop only three times, and the total animation cannot exceed 15 seconds.

Defamatory Content: Anything that facilitates or promotes defamatory, libelous, slanderous, or unlawful content is not allowed.

Profane Content: Any content that facilitates, promotes, or uses profanity (including distasteful wording or phrases) is not allowed.

Data Collection: Ads that collect data from users must, at a minimum, clearly identify the advertiser and properly disclose that it (or its agent) is collecting data. Users must also be provided with a link to the privacy policy of the organization(s) collecting or receiving the data. Furthermore, advertisers must receive approval from the Apple Advertising Platforms for any data collection within the ad prior to submitting it for certification.

Pricing and Price Claims: iTunes offers made in ads must be clear to users and cannot misrepresent the true nature of the offer. For apps, music, TV shows, movies, eBooks, and ringtones, prices must be accurate at all times as displayed in the iTunes Store. Additionally, any ratings claims must be accurate at all times as displayed in the iTunes Store or the App Store.

Apple Marketing Guidelines: Using the Apple name, products, logo, or other brand attributes without prior approval is not permitted. Ads can't mimic or resemble the Apple brand or the user interface of Apple products. Please see the [App Store Marketing and Advertising Guidelines](#) for more details.

Restricted Content

Apple is committed to providing the highest quality in the advertising experience. To meet this standard, the following areas require additional considerations, reviews, and approvals before being accepted on to the Apple Advertising Platforms.

Age-Restricted Content: Ads promoting or containing age-sensitive products and services must be appropriately age targeted.

Alcohol: Ads for alcoholic beverages must be appropriately age targeted. There can be no images or videos that show the consumption of the alcohol product. All text, images, video, and audio must depict age-appropriate people and scenes.

Image Rights and Logo Usage: An advertiser's use of a third-party logo is included at its own risk. It is assumed that the inclusion of any intellectual property, logo, graphic, artwork, audio, film, celebrity, or person is properly licensed for use by the advertiser.

Controversial Public Issues: Ads that present, include or reference a position on a controversial public issue. This may include content that is deemed offensive contains graphic or potentially offensive content, or is deemed an attack of a personal nature, an attack on an individual business, or a comment on a private dispute.

Unacceptable or Prohibited Content

Apple is committed to providing the highest quality in the advertising experience. Therefore, Apple Advertising Platform will not accept ads containing the forbidden content listed in this section.

Adult Related Content:

(This content includes)

- Imagery that might be frightening or overly graphic. Text or imagery that explicitly or implicitly references any adult subject.
- Gratuitous or explicit imagery of the human body and implied sex scenes, including images of individuals or people in positions or activities that are sexual or sexually active.

Discriminatory Content:

- Text or imagery that facilitates or promotes hate toward an individual or group of any race, sex, creed, national origin, disability, religious affiliation, age, language, or sexual orientation.
- Content that advocates, promotes or contains discrimination based on age, gender, religion, ethnicity, race, disability, or sexual preference.

Controlled Substances:

- Content that directly or indirectly facilitates or promotes the sale or use of any tobacco products, illegal drugs, weapons or ammunition.
- Content that facilitates or promotes beer, wine, or hard liquor is not allowed on any section or site intended for underage individuals.

Deceptive Messaging:

- False, fraudulent, or deceptive claims or messaging including misleading titles, statements or illustrations. The product or service must be accurately represented in the content of the ad.
- Messaging for free offers and sweepstakes, such as, "You have been chosen to win a free...".

Unacceptable or Prohibited Content

- Creative messaging that promotes quasi-free items (items that require any type of payment, administration costs, carrying charges, or other fees, and hence are not truly free items).
- Creative messaging that promotes games of chance, if participation is conditional upon purchase.
- Messaging that identifies the particular target for the campaign—for example, “Single men, 18–24, who live in Washington State, click here!”.
- Products or services that bypass copyright protection, such as software, cable, or satellite signal descramblers.
- Counterfeit, fake, or bootleg products, or replicas or imitations of designer products.
- Dating or personals sites that promote casual sex, or international match-making services.
- Degrees or transcripts for sale or offered by non-accredited universities or programs; “life experience” degrees; academic paper-writing services; or the sale of pre-written essays, theses, and dissertations.
- Get-rich-quick schemes, “free money,” or similar money-making opportunities or offers.
- Short-term loan advertisers, such as payday loans or cash advances, that are not members of at least one of the following associations: Community Financial Services Association of America, Online Lenders Alliance, or Canadian Payday Loan Association.
- Products and services of questionable legality—for example, falsely obtained passwords, pyramid schemes, products designed to evade speed-enforcement laws, countries subject to U.S. embargoes or trade sanctions
- Securities (stocks, bonds, notes, warrants, options, and so on) or insider tips on a particular stock or commodity.
- Usenet, newsgroup or peer-to-peer file-sharing networks that allow users to download or access files directly from other users.

Rights and Responsibilities

It is the advertiser's responsibility to ensure that:

- All advertising complies with all applicable federal, state/provincial and local laws or regulations.
- An advertisement does not violate the intellectual property or other rights of third parties.
- All claims made in an advertisement have been substantiated before the advertisement has been scheduled to appear.
- Users are not being misled or deceived.
- Advertising that includes warranties, guarantees, or other types of assurances to the user complies with all applicable laws, regulations or guidelines.
- Users are not deceived into providing personal information without the user's knowledge, under false pretenses, or to companies who resell, trade, barter or otherwise misuse that personal information.
- Where advertiser collects user personal information, advertiser makes available to users its public facing privacy policy.
- All advertisements are COPPA and CARU compliant.
- All content appearing within the advertisement has the appropriate rights and licenses, whether imagery, logos or text.



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Apple Inc.
Advertising Platforms
One Apple Park Way
Cupertino, CA 95014, USA

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