



News

Ad Specifications

July 2016

About Advertising on News

News runs across iPhone, iPod touch and iPad devices. Ad options include a variety of inline and interstitial display banners and pre-roll video ads with performance and rich interactive media experiences.

About This Document

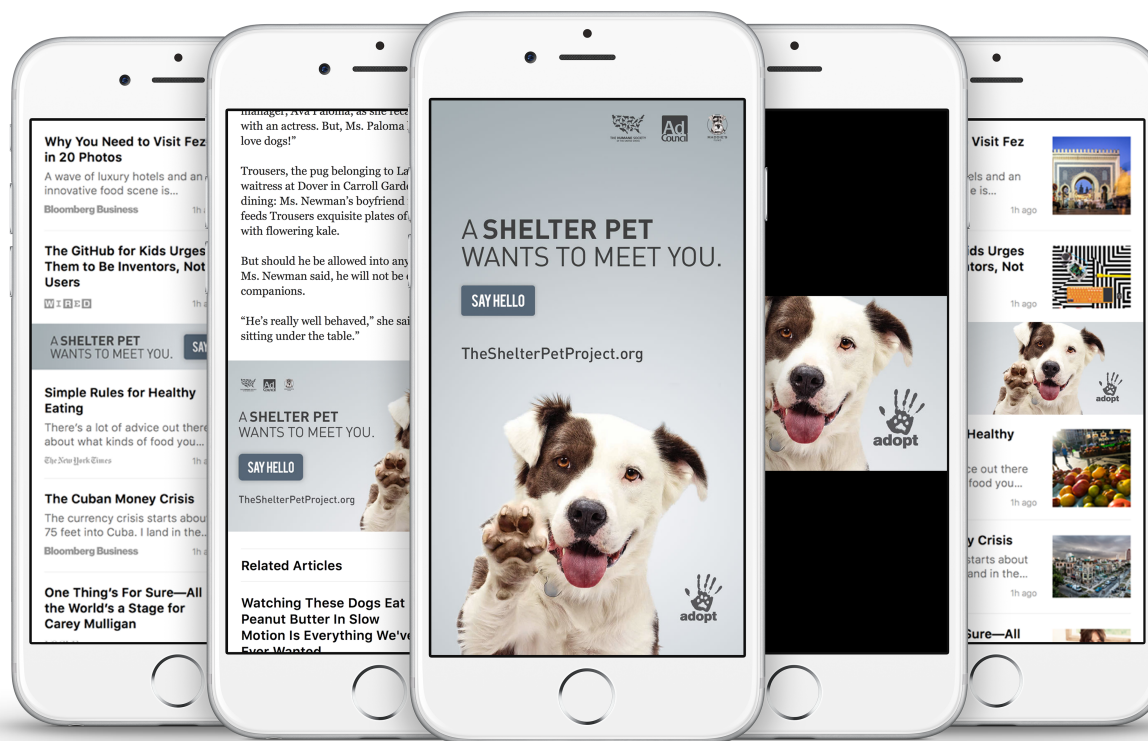
This document lists the banner and video ad formats that run in News, and the asset specifications that should be used for ad unit creation.

See Also

All ads created for the platform must adhere to the [Content Guidelines](#) and [Certification Guidelines](#).

iAd Producer

With [iAd Producer](#), you can easily create compelling, rich-media ads, and it contains hundreds of ready-to-use templates.



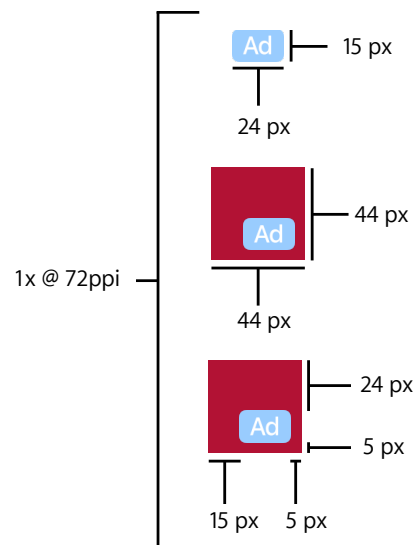
Coming in iOS10

Ad Identifier in iOS 10

Ads in Apple News are served by Apple's advertising platform, and will have an "Ad" identifier with a light blue background (99CCFE) added automatically so users can identify them as paid placements. The "Ad" identifier is 24px x 15px, and will be automatically placed on the bottom right corner of all ads in Apple News. Please accommodate this in your ad designs.

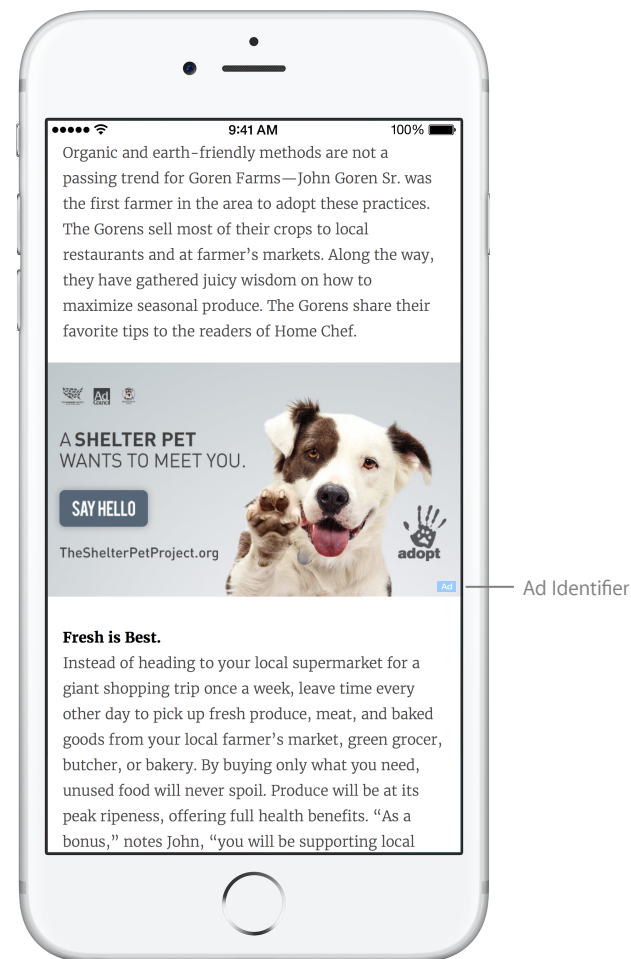
The ad identifier is also tappable and uses the minimum iOS tap area of 44px x 44px to ensure users can easily tap the icon. When the ad identifier is tapped, it will disclose the information that was used to serve the ad, as well as information that Apple maintains about the user's account in order to deliver targeted ads in the App Store and Apple News.

Make sure to preview and test your layouts to confirm the ad identifier and tap area does not conflict with your important content. Ad preview in Workbench has been updated to include the ad identifier.



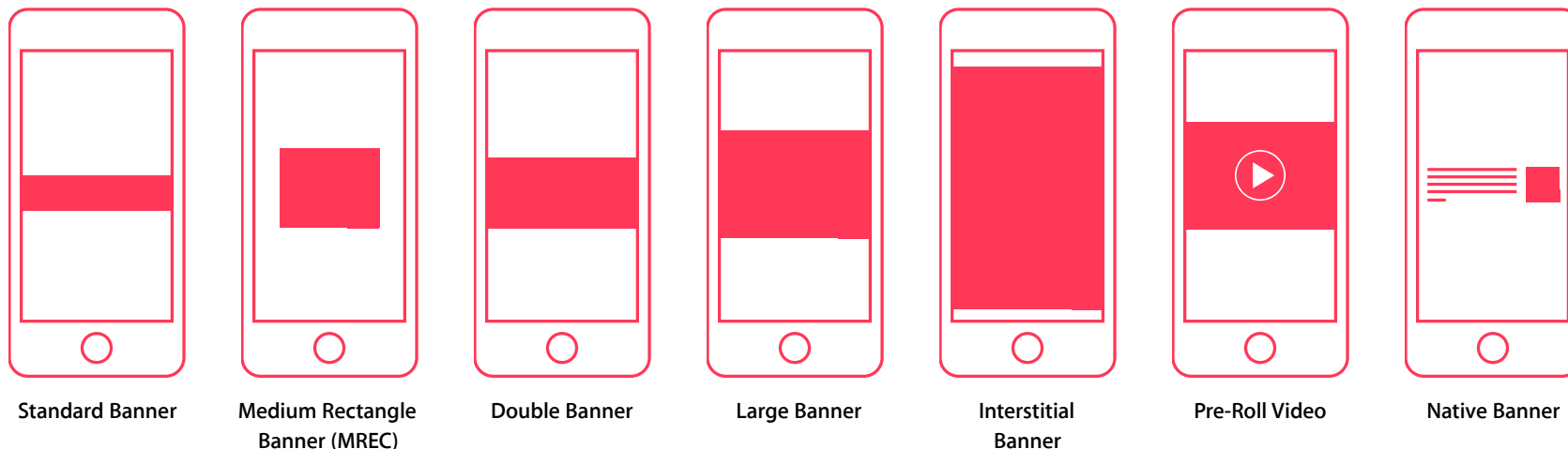
Ads run on these devices with iOS10

iPad 4th gen	iPhone 5	iPod touch 6th gen
iPad Air	iPhone 5c	
iPad Air 2	iPhone 5s	
iPad mini 2	iPhone SE	
iPad mini 3	iPhone 6	
iPad mini 4	iPhone 6 Plus	
iPad Pro 9.7-inch	iPhone 6s	
	iPhone 6s Plus	



Ad Formats in News

All of the ad formats available in News are listed below.



Banners

Specifications are for the Retina and Retina HD devices. One set of assets is needed for all iPhone/iPod touch devices, and another set for iPad. iAd Producer will automatically optimize that single set of assets for use across all device versions. File size is the combination of portrait and landscape assets per device. Safe areas are required for some banners to accommodate different aspect ratios across iPhone, iPod touch and iPad screen sizes. All important design elements should be within the safe area. Landscape orientation on iPhone is only supported on devices running iOS 9.3 or later.

Pre-Roll Video

Pre-roll video displays in both portrait and landscape device orientations.

Native Banners

Native ads display directly in the content feeds, inline with News articles, and are intended to blend in with their surrounding. They will be set in the default font used in News.

Post-Tap Experience

There are many options available for the post-tap experience from banners and videos - including linking to a website, purchasing iTunes and App Store content, or a rich media expanded ad unit. For a full list of capabilities and technical requirements to create these experiences, see information in [iAd Producer](#).

Ads run on these devices with iOS 9

iPad 2	iPhone 4s	iPod touch 5th gen
iPad 3rd gen	iPhone 5	iPod touch 6th gen
iPad 4th gen	iPhone 5c	
iPad Air	iPhone 5s	
iPad Air 2	iPhone SE	
iPad mini	iPhone 6	
iPad mini 2	iPhone 6 Plus	
iPad mini 3	iPhone 6s	
iPad mini 4	iPhone 6s Plus	

Design Considerations

Assets

Assets may be produced as JPEG, GIF or PNG.

To simplify the creation of assets, universal specifications are provided so that one set of assets for all iPhone/iPod touch devices, and another set for iPad, is all that needs to be produced. These specifications are optimized for Retina and Retina HD devices, and the file size is the combination of portrait and landscape assets per device.

Safe Area

A design safe area is required for the standard banner on iPhone/iPod touch to ensure consistent display across the various iPhone/iPod touch screen sizes/aspect ratios. All key elements (e.g. copy, legal, key graphics, call to action etc) should be within the safe area to avoid being cropped.

Animations

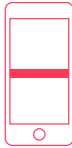

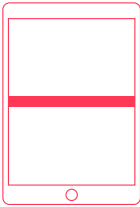

Animated banners can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

More

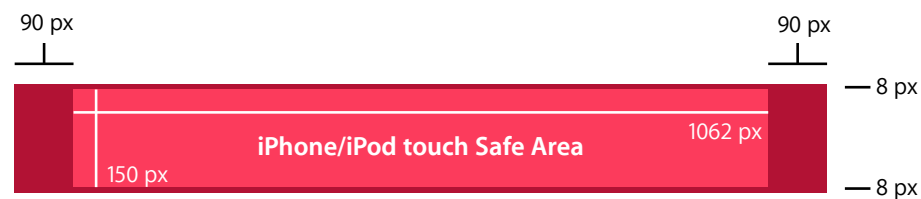
If you wish to check how the universal asset will render on each device, refer to the display settings on Page 14.

Standard Banner Specifications

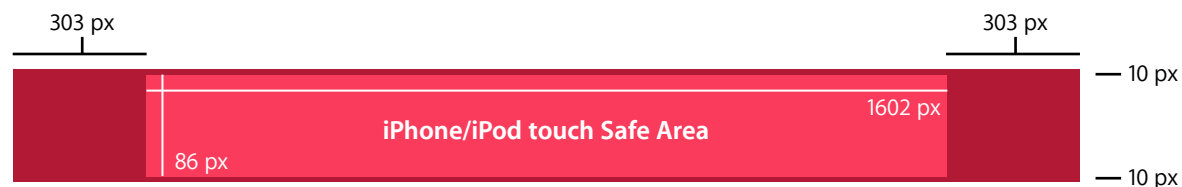
News Ad Format

Device	iPhone/iPod touch		iPad	
Orientation	 Portrait	 Landscape	 Portrait	 Landscape
Dimensions (px) at 72 ppi	1242 x 166	2208 X 106	1536 x 132	2048 x 132
Safe Area (px) at 72 ppi	1062 x 150	1602 X 86	N/A	N/A
iAd Producer Max Banner Size	150 KB		160 KB	
Workbench Max Banner Size	60 KB	90 KB	70 KB	90 KB

Representation of Safe Area



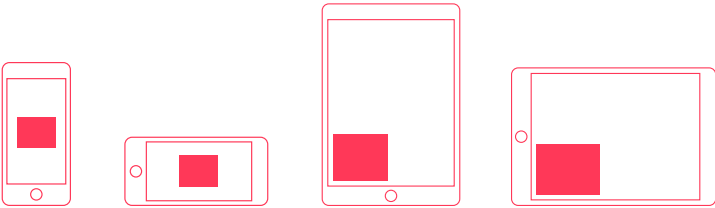
Representation of Safe Area (Landscape)



iPhone Landscape is optional in Workbench (required in iAd Producer). If not provided the ad will not display in landscape mode.



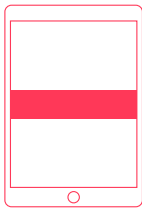

Medium Rectangle (MREC) Banner Specifications

News Ad Format

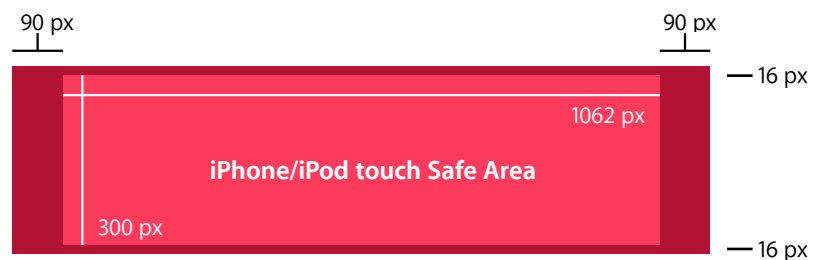
Device	iPhone/iPod touch and iPad		
Orientation	 Portrait and Landscape		
Dimensions (px) at 72 ppi	900 x 750		
iAd Producer Max Banner Size	200 KB		
Workbench Max Banner Size	200 KB		

Double Banner Specifications

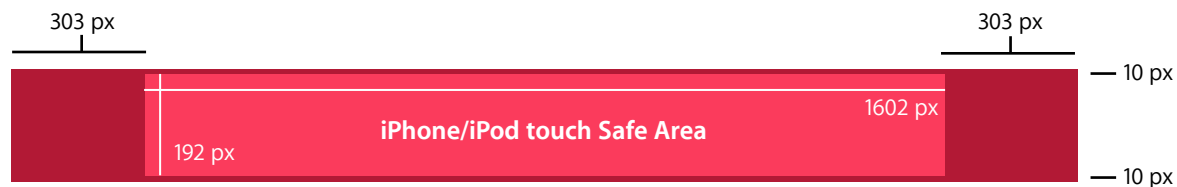
News Ad Format

Device	iPhone/iPod touch		iPad	
Orientation	 Portrait	 Landscape (optional)	 Portrait	 Landscape
Dimensions (px) at 72 ppi	1242 x 332	2208 x 212	1536 x 264	2048 x 264
Safe Area (px) at 72 ppi	1062 x 300	1602 x 192	N/A	N/A
iAd Producer Max Banner Size	150 KB		300 KB	
Workbench Max Banner Size	60 KB	90 KB	130 KB	170 KB

Representation of Safe Area (Portrait)





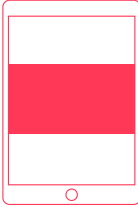

Representation of Safe Area (Landscape)



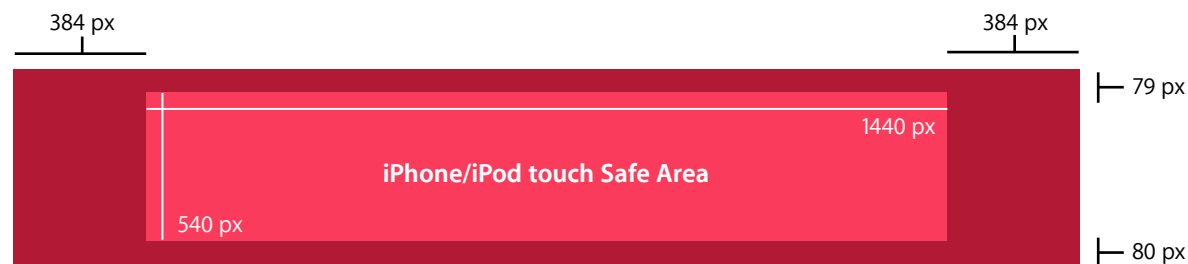
iPhone Landscape is optional in Workbench (required in iAd Producer). If not provided the ad will not display in landscape mode.

Large Banner Specifications

News Ad Format

Device	iPhone/iPod touch		iPad	
Orientation	 Portrait	 Landscape (optional)	 Portrait	 Landscape
Dimensions (px) at 72 ppi	1242 x 699	2208 x 699	1536 x 864	2048 x 864
Safe Area (px) at 72 ppi	N/A	1440 x 540	N/A	N/A
iAd Producer Max Banner Size	200 KB		400 KB	
Workbench Max Banner Size	75 KB	125 KB	170 KB`	230 KB



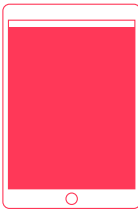

Representation of Safe Area (Landscape)



iPhone Landscape is optional in Workbench (required in iAd Producer). If not provided the portrait asset will letterbox in landscape mode.

Interstitial Banner Specifications

News Ad Format

Device	iPhone/iPod touch		iPad	
Orientation	 Portrait	 Landscape	 Portrait	 Landscape
Dimensions (px) at 72 ppi	1242 x 2208	2208 x 1242	1536 x 2048	2048 x 1536
Safe Area (px) at 72 ppi	1242 x 1426	1862 X 852	1536 x 1822	2048 x 1310
iAd Producer Max Banner Size	550 KB		600 KB	
Workbench Max Banner Size	200 KB	275 KB	230 KB	370 KB

Representation of Safe Area (Portrait & Landscape)



Pre-Roll Video Specifications

News Ad Format


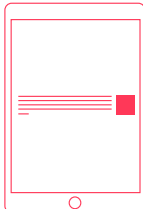
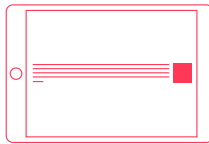
Dimensions (px) at 72 ppi	1920 W x 1080 H progressive
Video Codec	.h264
Video Bitrate	10 Mbps (minimum)
Audio Codec	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)
Duration	10 seconds minimum, 30 seconds maximum
Workbench Max File Size	250 MB (MOV, M4V, MP4)

Design Considerations

Pre-roll video displays in both portrait and landscape device orientations. Specifications are optimized for Retina and Retina HD devices. One set of assets is needed for all iPhone, iPod touch and iPad devices. Video assets are transcoded by to support the various devices and network bandwidth requirements.

Native Banner Specifications

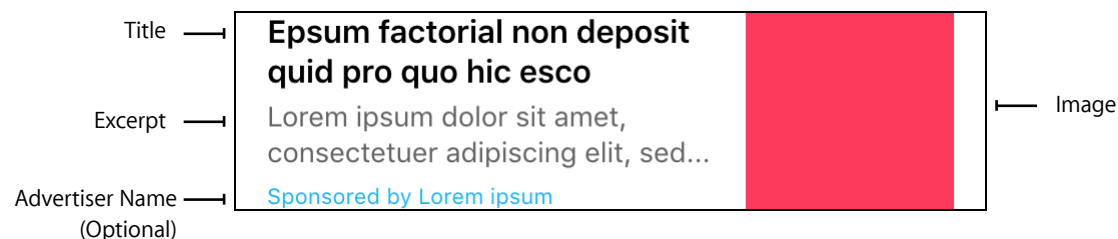
News Ad Format

Device	iPhone/iPod touch	iPad	
Orientation	 Portrait	 Portrait	 Landscape
Title	22 characters min - 64 characters max		
Excerpt	max 450 characters		
Image (JPG, GIF, PNG)	312 W x 300 H pixels, max file size = 50KB		
Advertiser Name (optional)	max 22 characters		
Article or Channel URL	e.g. https://apple.news/... or https://news.apple.com		

Design Considerations



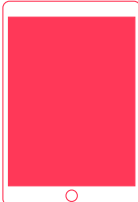

Native ads display directly in the content feeds, inline with News articles, and are intended to blend in with their surrounding. They will be set in the default font used in News. Each ad includes a title, text excerpt and a small image, and is distinguished by a 'Sponsored' callout. The sponsored advertiser name is optional. If an advertiser name is not provided, the reader will see 'Sponsored' in the banner. Please note, if the title wraps to four lines (especially on iPhone and iPod touch), the excerpt will not be displayed. Native ads can link to an article in News or to an expanded ad unit. If you wish to check how the assets will render on each device, refer to the display settings on Page 15.

Portrait iPhone ad



Expanded Ad Unit Specifications

When a user taps a banner with an expanded ad unit, the ad displays full screen and provides an interactive rich media experience.

Device	iPhone/iPod touch		iPad	
Orientation	 Portrait	 Landscape	 Portrait	 Landscape
Dimensions (px) at 72 ppi	1242 x 2208	2208 x 1242	1536 x 2048	2048 x 1536
Max File Size	1.0 MB	1.0 MB	1.0 MB	

Design Considerations

The expanded ad unit on iPad should be produced in either landscape or portrait orientation, not both.

Creating an Expanded Ad Unit

For information about producing expanded ad unit experiences, check out the iAd Producer tool and associated resources available. With [iAd Producer](#), you can easily create compelling, rich-media ads, and it contains hundreds of ready-to-use templates.

Input Specifications

Summary of the assets needed to render each of the ad formats

Banners - iPhone/iPod touch

Format	Standard		MREC	Double		Large		Interstitial	
Orientation	Portrait	Landscape*	Portrait & Landscape	Portrait	Landscape*	Portrait	Landscape**	Portrait	Landscape
Dimensions (px) at 72 ppi	1242 x 166	2208 x 106	900 x 750	1242 x 332	2208 x 212	1242 x 699	2208 x 699	1242 x 2208	2208 x 1242
Safe Area (px) at 72 ppi	1062 x 150	1602 x 86	N/A	1062 x 300	1602 x 192	N/A	1440 X 540	1242 x 1426	1862 X 852
iAd Producer Max Banner Size	150 KB		200 KB	150 KB		200 KB		550 KB	
Workbench Max Banner Size	60 KB	90 KB	200 KB	60 KB	90 KB	75 KB	125 KB	200 KB	350 KB

*On iPhone/iPod touch standard & double banner landscape is optional, if not provided this ad will not display in landscape mode.

**On iPhone/iPod touch large landscape banners are optional, if not provided the portrait asset will letterbox in landscape mode.

Banners - iPad

Format	Standard		MREC	Double		Large		Interstitial	
Orientation	Portrait	Landscape	Portrait & Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape
Dimensions (px) at 72 ppi	1536 x 132	2048 x 132	900 x 750	1536 x 264	2048 x 264	1536 x 864	2048 x 864	1536 x 2048	2048 x 1536
Safe Area (px) at 72 ppi	N/A		N/A	N/A		N/A		1536 W x 1822 H	2048 W x 1310 H
iAd Producer Max Banner Size	160 KB		200 KB	300 KB		400 KB		600 KB	
Workbench Max Banner Size	70 KB	90 KB	200 KB	130 KB	170 KB	170 KB	230 KB	230 KB	370 KB

Pre-Roll Video - iPhone/iPod touch/iPad

Dimensions (px) at 72 ppi	1920 W x 1080 H progressive
Video Codec	.h264
Video Bitrate	10 Mbps (minimum)
Audio Codec	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)
Duration	10 seconds minimum, 30 seconds maximum
Support on Workbench	MOV, M4V, MP4; max file size 250 MB

Native Banner - iPhone/iPod touch/iPad

Format	Portrait & Landscape for iPhone/iPod touch and iPad
Title	22 characters min - 64 characters max
Excerpt	max 450 characters
Image (JPG, GIF, PNG)	312 W x 300 H pixels, max file size = 50KB
Advertiser Name (optional)	max 22 characters
Article or Channel URL	e.g. https://apple.news/... or https://news.apple.com

Rendered Display Information

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

Refer to the display information below if you wish to check how the universal asset will render on each device.

iPhone 4s

Format	Standard		MREC	Double		Large		Interstitial		Native	
Orientation	Portrait	Landscape	–	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape
Dimensions (in points)	320 x 50	480 x 32	300 x 250	320 x 100	480 x 64	320 x 180	480 x 180	320 x 367	480 x 219	320 x 100	N/A
Dimensions (px) at 72 ppi	640 x 100	960 x 64	600 x 500	640 x 200	960 x 128	640 x 360	960 x 360	640 x 734	960 x 438	640 x 200	N/A

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

Format	Standard		MREC	Double		Large		Interstitial		Native	
Orientation	Portrait	Landscape	–	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape
Dimensions (in points)	320 x 50	568 X 32	300 x 250	320 x 100	568 x 64	320 x 180	568 x 180	320 x 455	568 x 219	320 x 100	N/A
Dimensions (px) at 72 ppi	640 x100	1136 x 64	600 x 500	640 x 200	1135 x 128	640 x 360	1136 x 360	640 x 910	1136 x 438	640 x 200	N/A

iPhone 6, iPhone 6s

Format	Standard		MREC	Double		Large		Interstitial		Native	
Orientation	Portrait	Landscape	–	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape
Dimensions (in points)	375 x 50	667 x 32	300 x 250	375 x 100	667 x 64	375 x 211	667 x 211	375 x 554	667 x 274	375 x 100	N/A
Dimensions (px) at 72 ppi	750 x 100	1334 X 64	600 x 500	750 x 200	1334 X 128	750 x 422	1334 X 422	750 x 1108	1334 x 548	750 x 200	N/A

iPhone 6 Plus, iPhone 6s Plus

Format	Standard		MREC	Double		Large		Interstitial		Native	
Orientation	Portrait	Landscape	–	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape
Dimensions (in points)	414 x 50	736 x 32	300 x 250	414 x 100	736 x 64	414 x 233	736 x 233	414 x 623	736 x 313	414 x 100	N/A
Dimensions (px) at 72 ppi	1242 x 150	2208 x 96	900 x 750	1242 x 300	2208 x 192	1242 x 699	2208 x 699	1242 x 1869	2208 x 939	1242 x 300	N/A

iPad 2, iPad 3rd generation, iPad 4th generation, iPad Air, iPad Air 2, iPad mini, iPad mini 2, iPad mini 3, iPad mini 4

Format	Standard		MREC	Double		Large		Interstitial		Native	
Orientation	Portrait	Landscape	–	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape
Dimensions (in points)	768 x 66	1024 x 66	300 x 250	768 x 132	1024 x 132	768 x 432	1024 x 432	768 x 960	1024 x 704	768 x 132	1024 x 132
Dimensions (px) at 72 ppi	1536 x 132	2048 x 132	600 x 500	1536 x 264	2048 x 264	1536 x 864	2048 x 864	1536 x 1920	2048 x 1408	1536 x 264	2048 x 264