Apple News

Apple Advertising Platforms Specifications

November 2017
About Advertising on Apple News

Ads on Apple News can run across iPhone, iPod touch, and iPad 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’ll find asset input specifications for creating a great ad experience on Apple News.

See Also

All ads created for the Apple Advertising Platforms must adhere to the Content Guidelines.
**Ad Formats on Apple News**

**Display Ads**

One set of assets is needed for all iPhone/iPod touch devices, and another set for iPad. 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. Landscape orientation on iPhone is only supported on devices running iOS 10.3 or later.

**Video Ads**

Pre-roll Video Ads will display in both portrait and landscape device orientations. Interstitial Video Ads is only available currently for Apple Inventory.

**Native Sponsor Content Ads**

These Native ad formats 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 linking to a website, channel/articles on Apple News, purchasing iTunes, and App Store content.
Design Considerations

Assets
Assets may be produced as JPEG, GIF or PNG.
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 iPad devices.

Content Safe Area
A content safe area is required for some display banners 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.

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.

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

Interactions Area
To ensure for the optimal interactive behaviors on your ads on Apple News, all interactions should adhere to the following guidelines:

For Standard Banners, IAB 728x90

20 px

Example illustration: Standard Banner - iPhone 7 (Portrait)

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

44 px

Example illustration: Large Banner - iPhone 7 (Portrait)
Ad Identifier

Ads on Apple News are served through the Apple Advertising Platforms, and will have an “Ad” identifier with a light blue background (99CCFE) added automatically. The identifier is there to help users identify paid placements. The “Ad” identifier is 24px x 15px, and will be automatically placed on the bottom right corner of all banner ads on Apple News. For Pre-Roll and Interstitial Video Ads, the ad marker will appear on the bottom left and top right of the ad unit respectively. Please accommodate this in your designs.

The ad identifier is 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 on 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 on Workbench has been updated to include the ad identifier.
### Standard Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Portrait</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1242 x 166</td>
<td>1536 x 132</td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>60 KB</td>
<td>70 KB</td>
</tr>
<tr>
<td><strong>Max File Size - For 3rd-Party Served</strong></td>
<td>150 KB (Portrait &amp; Landscape Combined)</td>
<td>160 KB (Portrait &amp; Landscape Combined)</td>
</tr>
</tbody>
</table>

#### Content Safe Area

**Content Safe Area (iPhone/iPod touch - Portrait)**

- 90 px
- 8 px
- 8 px
- 1062 px

**Content Safe Area (iPhone/iPod touch - Landscape)**

- 158 px
- 5 px
- 5 px
- 892 px

NOTE: The landscape orientation asset for iPhone is optional for Workbench. If no asset is provided, then the portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.
# Double Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>1242 x 332</td>
<td>2208 x 212</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>60 KB</td>
<td>90 KB</td>
</tr>
<tr>
<td><strong>Max File Size - For 3rd-Party Served</strong></td>
<td>150 KB (Portrait &amp; Landscape Combined)</td>
<td>300 KB (Portrait &amp; Landscape Combined)</td>
</tr>
</tbody>
</table>

---

**Content Safe Area**  
(iPhone/iPod touch - Portrait)

![Content Safe Area (Portrait)](image)

**Content Safe Area**  
(iPhone/iPod touch - Landscape)

![Content Safe Area (Landscape)](image)

NOTE: The landscape orientation asset for iPhone is optional for Workbench. If no asset is provided, then the portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.
# Large Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portrait</td>
<td><img src="Portrait.png" alt="Portrait" /></td>
<td><img src="Portrait.png" alt="Portrait" /></td>
</tr>
<tr>
<td>Landscape</td>
<td><img src="Landscape.png" alt="Landscape" /></td>
<td><img src="Landscape.png" alt="Landscape" /></td>
</tr>
<tr>
<td>Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portrait</td>
<td><img src="Portrait.png" alt="Portrait" /></td>
<td><img src="Portrait.png" alt="Portrait" /></td>
</tr>
<tr>
<td>Landscape</td>
<td><img src="Landscape.png" alt="Landscape" /></td>
<td><img src="Landscape.png" alt="Landscape" /></td>
</tr>
<tr>
<td>Asset Requirements</td>
<td>1242 x 699</td>
<td>2208 x 699</td>
</tr>
<tr>
<td>Max File Size - For Workbench</td>
<td>75 KB</td>
<td>125 KB</td>
</tr>
<tr>
<td>Max File Size - For 3rd-Party Served</td>
<td>200 KB (Portrait &amp; Landscape Combined)</td>
<td>400 KB (Portrait &amp; Landscape Combined)</td>
</tr>
</tbody>
</table>

NOTE: The landscape orientation asset for iPhone is optional for Workbench. If no asset is provided, then the portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.
Large Banner (Direct Response Template) Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Portrait and Landscape</td>
</tr>
</tbody>
</table>

| 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 News app.

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

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

NOTE: The portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.
### Medium Rectangle Banner (MREC) Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch and iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><a href="#">Portrait and Landscape</a></td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>900 x 750</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>200 KB</td>
</tr>
<tr>
<td><strong>Max File Size - For 3rd-Party Served</strong></td>
<td>200 KB (Portrait &amp; Landscape Combined)</td>
</tr>
</tbody>
</table>

### IAB 300x250 Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><a href="#">Portrait and Landscape</a></td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>200 KB</td>
</tr>
<tr>
<td><strong>Max File Size - For 3rd-Party Served</strong></td>
<td>200 KB (Portrait &amp; Landscape Combined)</td>
</tr>
</tbody>
</table>
Interstitial Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1242 x 2208</td>
<td>2208 x 1242</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>275 KB</td>
<td>275 KB</td>
</tr>
<tr>
<td><strong>Max File Size - For 3rd-Party Served</strong></td>
<td>550 KB (Portrait &amp; Landscape Combined)</td>
<td>600 KB (Portrait &amp; Landscape Combined)</td>
</tr>
</tbody>
</table>

**Content Safe Area (iPhone/iPod touch)**

- **1242 px**
- **1778 px**
- **430 px**
- **235 px**

**Content Safe Area (iPad)**

- **1536 px**
- **1920 px**
- **128 px**
- **128 px**
Sponsored Content (Native) Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
</tr>
<tr>
<td>Article Headline</td>
<td>130 characters max</td>
</tr>
<tr>
<td>Advertiser Name (optional)</td>
<td>max 22 characters</td>
</tr>
<tr>
<td>Article ID</td>
<td>The Article ID of an article is the last part of the URL after the &quot;<a href="http://apple.news/">http://apple.news/</a>&quot;. For example if the URL of the article is: <a href="https://apple.news/Agkyw5MsBSCaJx8T61Kmg">https://apple.news/Agkyw5MsBSCaJx8T61Kmg</a>, then the article ID is Agkyw5MsBSCaJx8T61Kmg.</td>
</tr>
</tbody>
</table>

**Design Considerations**

Sponsored Content (Native) will display directly in the content feeds or at the end of an article on the News app. This format is intended to blend in with its surroundings. Font styling will be set by the 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 Native Sponsored Content ad formats will link to a channel or article, denoted as “Sponsored”, on the News app.

CHANNEL LOGO
Duis autem vel eum iuriure dolor in hendrept

**Publisher’s Logo**
Duis autem vel eum iuriure dolor in hendrept

**Article Headline**
Duis autem vel eum iuriure dolor in hendrept giat

**Article Excerpt**
by Advertiser’s Name

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

** An Article Excerpt can appear when BOTH of these 2 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.

NOTE: This ad format is available for devices running on iOS 11 and above.
# Sponsored Content (Template) Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Landscape</td>
</tr>
<tr>
<td></td>
<td>Landscape</td>
<td>Portrait</td>
</tr>
</tbody>
</table>

**Article Title**

22 characters min - 55 characters max

**Article Excerpt**

max 350 characters

**Channel Name**

max 30 characters

**Image (JPG, GIF, PNG)**

400 W x 240 H pixels, max file size = 50KB

**Advertiser Name (optional)**

max 22 characters

**Article URL**

e.g. https://apple.news/

## Design Considerations

Sponsored Content (Template) will display directly in the content feeds on the News app. This format is intended to blend in with its surroundings. The advertiser’s name is optional. All Native Sponsored Content ad formats will link to a channel or article, denoted as “Sponsored”, on the News app.
Subscription Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
<td>Landscape</td>
</tr>
<tr>
<td>Channel Logo</td>
<td>Width: 80-2560px, height: 80-256px, aspect ratio: 10:1 max, max file size = 200KB</td>
<td></td>
</tr>
<tr>
<td>Subscription Details</td>
<td>80 characters max</td>
<td></td>
</tr>
</tbody>
</table>

Design Considerations

Subscription banners are intended to promote subscriptions for publishers. They will be set in the default font used on the News app. Each ad includes a channel logo, subscription details, and a “GET A SUBSCRIPTION” call to action button. The default subscription details text is customizable. Subscription ads will link to the subscription sheet for the specified publisher’s channel.
### IAB 728x90 Banner Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><img src="portrait.png" alt="Portrait and Landscape" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asset Requirements (Dimensions in pixels)</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max File Size - For Workbench</td>
<td>200 KB</td>
</tr>
<tr>
<td>Max File Size - For 3rd-Party Served</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

*NOTE: Only one single banner asset is required for this ad format. This asset will be used to display on both the portrait and landscape orientation of the News app.*
Pre-Roll Video Specifications

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

Design Considerations

Pre-roll video displays in both portrait and landscape device orientations. Specifications are optimized for all supported devices. One set of assets is needed for all iPhone, iPod touch and iPad devices. Video assets are transcoded to support the various devices and network bandwidth requirements.
### 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 5 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 News widget in the Today view on iOS 11. Currently it's only available as Apple Inventory.

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#### Interstitial Video Ad Specifications

<table>
<thead>
<tr>
<th>Asset Requirements (Dimensions In pixels)</th>
<th>Vertical Video Ad (9:16)</th>
<th>Square Video Ad (1:1)</th>
<th>Horizontal Video Ad (16:9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Codec</td>
<td>.h264</td>
<td>.h264</td>
<td>.h264</td>
</tr>
<tr>
<td>Video Bitrate</td>
<td>10 Mbps (minimum)</td>
<td>10 Mbps (minimum)</td>
<td>10 Mbps (minimum)</td>
</tr>
<tr>
<td>Audio Codec</td>
<td>Uncompressed</td>
<td>Uncompressed</td>
<td>Uncompressed</td>
</tr>
<tr>
<td>Audio Sample Rate</td>
<td>44.1 kHz (minimum)</td>
<td>44.1 kHz (minimum)</td>
<td>44.1 kHz (minimum)</td>
</tr>
<tr>
<td>Duration</td>
<td>5 seconds minimum, 30 seconds maximum</td>
<td>5 seconds minimum, 30 seconds maximum</td>
<td>5 seconds minimum, 30 seconds maximum</td>
</tr>
<tr>
<td>Max File Size</td>
<td>250 MB (MOV, M4V, MP4)</td>
<td>250 MB (MOV, M4V, MP4)</td>
<td>250 MB (MOV, M4V, MP4)</td>
</tr>
</tbody>
</table>

---

#### Content Safe Area for Vertical Video Ad (9:16)

- **Content Safe Area**
  - 1080 x 1200 px

- **UI Element**
  - 320 px

- **CTA**
  - 1080 px

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#### Content Safe Area for Square Video Ad (1:1)

- **Content Safe Area**
  - 1200 x 1200 px

- **UI Element**
  - 400 px
Third-Party Ad Tag Technical Specifications

Third-Party Ad Serving

A Standard, Double, Large, MREC, Interstitial, IAB 300x250, and IAB 728x90 ads can be third-party served only on iOS 10.3 and above.

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 interstitials ads do not have a standard close button to exit out of the ad experience. Users can exit out of the interstitial ad on 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 Ad Unit Development Details

While the ads are loaded in a fairly standard web view (WKWebView), there are important constraints that must be considered when developing ads for use on Apple News.

1. All paths to resources that the ads load must be absolute (complete) URLs, not 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; it will fail the ad load. The MRAID object is only accessible via the document’s mainframe.
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. requests. Any requests beyond the allowed limit will be ignored.
**Third-Party Ad Tag Technical Specifications**

**In-Banner Features**

**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, some 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**

- Bonzai
- Celtra
- Polar
- Sizmek

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**Third-Party Ad Tag Checklist**

- Absolute URLs only
- Apple IPs (17.*) whitelisted or not blocked
- No iframes
- SSL compliant
- All clicks using MRAID.open() or <a href>
- No 4th party tracking
- < 100 requests per impression
- All ads are to spec in portrait and landscape mode
- Apple News compliant interstitial ads (placementType = inline)
- Expandable ads
  - No custom close
  - 2-Part expand