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.
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.
**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**

```
+-----------------------------------------------+-----------------------------------------------+
| Interaction Area                             | Interaction Area                             |
| 20 px                                        | 20 px                                        |
|                                              |                                              |
|                                              |                                              |
|                                              |                                              |
|                                              |                                              |
|                                              |                                              |
```

*Example illustration: Standard Banner - iPhone 8*

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

```
+-----------------------------------------------+-----------------------------------------------+
| Interaction Area                             | Interaction Area                             |
| 44 px                                        | 44 px                                        |
|                                              |                                              |
|                                              |                                              |
|                                              |                                              |
|                                              |                                              |
|                                              |                                              |
```

*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

### 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, iPad 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)
- iPad Air
- iPad Air 2
- iPad Air 3
- iPad mini
- iPad mini with Retina display
- iPad mini 3
- iPad mini 4
- 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 5
- iPhone 5c
- iPhone 5s
- iPhone SE
- iPhone 6
- iPhone 6 Plus
- iPhone 7
- iPhone 8
- iPhone 7 Plus
- iPhone 8 Plus
- iPhone X
- iPhone Xs
- iPhone Xs Max
- iPod touch (6th generation)

* Available in Workbench only.
# Standard Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><img src="image1.png" alt="Portrait &amp; Landscape" /></td>
<td><img src="image2.png" alt="Portrait &amp; Landscape" /></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</strong></td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

**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](https://example.com).

---

[Table content example]

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><img src="image1.png" alt="Portrait &amp; Landscape" /></td>
<td><img src="image2.png" alt="Portrait &amp; Landscape" /></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</strong></td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

**Content Safe Area**

(iPhone/iPod touch)

- 90 px
- 150 px
- 1062 px

**Content Safe Area**

- 90 px
- 8 px
## Double Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements (Dimensions In pixels)</strong></td>
<td>1242 x 332</td>
<td>1536 x 264</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

### 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.
**Large Banner Specifications:** Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><img src="image1.png" alt="Portrait &amp; Landscape" /></td>
<td><img src="image2.png" alt="Portrait &amp; Landscape" /></td>
</tr>
<tr>
<td><strong>Asset Requirements (Dimensions In pixels)</strong></td>
<td>1242 x 699</td>
<td>1536 x 864</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone, iPod touch, iPad, or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait and Landscape</td>
</tr>
<tr>
<td>Asset Requirements (Dimensions in pixels)</td>
<td>900 x 750</td>
</tr>
<tr>
<td>Max File Size - For Workbench</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

**IAB 300x250 Specifications:** Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait and Landscape</td>
</tr>
<tr>
<td>Asset Requirements (Dimensions in pixels)</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Max File Size - For Workbench</td>
<td>200 KB</td>
</tr>
</tbody>
</table>
# Interstitial Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portrait</td>
<td><img src="image" alt="iPhone Portrait" /></td>
<td><img src="image" alt="iPad Portrait" /></td>
</tr>
<tr>
<td>Landscape</td>
<td><img src="image" alt="iPhone Landscape" /></td>
<td><img src="image" alt="iPad Landscape" /></td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1242 x 2208</td>
<td>2208 x 1242</td>
<td>1536 x 2048</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 Third-Party Served</strong></td>
<td>550 KB</td>
<td></td>
</tr>
</tbody>
</table>

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

- **Portrait**
  - 1242 px
  - 1778 px
  - 430 px

- **Landscape**
  - 2208 px
  - 1007 px
  - 235 px

**Content Safe Area** (iPad)

- **Portrait**
  - 1536 px
  - 1920 px
  - 128 px

**Content Safe Area** (Landscape)

- 2208 px
  - 235 px
Sponsored Content (Native) Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPad or Mac</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 “<a href="http://apple.news/%E2%80%9D">http://apple.news/”</a>. For example if the URL of the article is: <a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a>, then the article ID is Agkyw5MsBSCaJXr8T61fKmg.</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 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 devices 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

<table>
<thead>
<tr>
<th>Device</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>200 KB</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1200 x 628 (Hero Image)</td>
<td>1200 x 628 (Hero Image)</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>120 KB</td>
<td>120 KB</td>
</tr>
<tr>
<td><strong>Ad Copy</strong></td>
<td>90 characters max</td>
<td>90 characters max</td>
</tr>
</tbody>
</table>

#### 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)

---

**CTA**

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.*

**Hero Image**

*Duis autem vel eum iuri dolor in hendrerit in vulputate velit esse molestie*
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.

---

Subscription (Template) Banner Specifications: Workbench Only

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; 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>
# Outstream Video Ads Specifications: Workbench and Google Ad Manager

## Device Specifications

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>iPhone or iPod touch</td>
<td>iPad or Mac</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>1920 W x 1080 H progressive (16:9)</td>
<td></td>
</tr>
<tr>
<td><strong>Video Codec</strong></td>
<td>H.264</td>
<td></td>
</tr>
<tr>
<td><strong>Video Bitrate</strong></td>
<td>600-800 kbps (minimum)</td>
<td></td>
</tr>
<tr>
<td><strong>Audio Codec</strong></td>
<td>Uncompressed</td>
<td></td>
</tr>
<tr>
<td><strong>Audio Sample Rate</strong></td>
<td>44.1 kHz (minimum)</td>
<td></td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>5 seconds minimum, 30 seconds maximum</td>
<td></td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>250 MB (MOV, M4V, MP4)</td>
<td></td>
</tr>
</tbody>
</table>

## 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

<table>
<thead>
<tr>
<th>Asset Formats</th>
<th>Vertical Video (9:16)</th>
<th>Square Video (1:1)</th>
<th>Horizontal Video (16:9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset Requirements</td>
<td>1080 W x 1920 H progressive</td>
<td>1080 W x 1080 H progressive</td>
<td>1920 W x 1080 H progressive</td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Codec</td>
<td>H.264</td>
<td>H.264</td>
<td>H.264</td>
</tr>
<tr>
<td>Video Bitrate</td>
<td>600-800 kbps (minimum)</td>
<td>600-800 kbps (minimum)</td>
<td>600-800 kbps (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>

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.
**Interstitial Video Ad Specifications:** Workbench Only

<table>
<thead>
<tr>
<th>Asset Formats</th>
<th>Vertical Video (9:16)</th>
<th>Square Video (1:1)</th>
<th>Horizontal Video (16:9)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1080 W x 1920 H progressive</td>
<td>1080 W x 1080 H progressive</td>
<td>1920 W x 1080 H progressive</td>
</tr>
<tr>
<td><strong>Video Codec</strong></td>
<td>H.264</td>
<td>H.264</td>
<td>H.264</td>
</tr>
<tr>
<td><strong>Video Bitrate</strong></td>
<td>600-800 kbps (minimum)</td>
<td>600-800 kbps (minimum)</td>
<td>600-800 kbps (minimum)</td>
</tr>
<tr>
<td><strong>Audio Codec</strong></td>
<td>Uncompressed</td>
<td>Uncompressed</td>
<td>Uncompressed</td>
</tr>
<tr>
<td><strong>Audio Sample Rate</strong></td>
<td>44.1 kHz (minimum)</td>
<td>44.1 kHz (minimum)</td>
<td>44.1 kHz (minimum)</td>
</tr>
<tr>
<td><strong>Duration</strong></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><strong>Max File Size</strong></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>

**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)](image-url)
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 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
- iPhone Xs
- iPhone Xs Max
- iPhone Xr

- iPod touch (6th generation)
# Standard Banner Specifications: Google Campaign Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1242 x 150</td>
<td>1536 x 132</td>
</tr>
<tr>
<td><strong>Google Campaign Manager Placement Size</strong></td>
<td>414 x 50</td>
<td>768 x 66</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

## 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

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
<th>iPad or Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1242 x 300</td>
<td>1536 x 264</td>
</tr>
<tr>
<td>Google Campaign Manager Placement Size</td>
<td>414 x 100</td>
<td>768 x 132</td>
</tr>
<tr>
<td>Max File Size</td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

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

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

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

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

### 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

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td>Asset Requirements (Dimensions In pixels)</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Google Campaign Manager Placement Size</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Max File Size</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone or iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait &amp; 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>Google Campaign Manager Placement Size</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Max File Size</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

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 Manager 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 into 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 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 into 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

<table>
<thead>
<tr>
<th>Asset Formats</th>
<th>Vertical Video (9:16)</th>
<th>Square Video (1:1)</th>
<th>Horizontal Video (16:9)</th>
</tr>
</thead>
</table>
| **AD Formats** | • Pre-Roll Videos Ads  
• Interstitial Video Ads | • Pre-Roll Videos Ads  
• Interstitial Video Ads | • 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
- Teads.Live
- Unruly

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Ad Specifications for Apple News

August 2019
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.

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.

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.

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)

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Sponsored Content</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
</tr>
<tr>
<td><strong>Dimensions (in points)</strong></td>
<td>320 x 50</td>
<td>320 x 100</td>
<td>320 x 180</td>
<td>320 x 100</td>
<td>N/A</td>
<td>320 x 455</td>
<td>568 x 252</td>
</tr>
<tr>
<td><strong>Dimensions (px) at 72 ppi</strong></td>
<td>640 x 100</td>
<td>640 x 200</td>
<td>640 x 360</td>
<td>640 x 200</td>
<td>N/A</td>
<td>640 x 910</td>
<td>1136 x 512</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Sponsored Content</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
</tr>
<tr>
<td><strong>Dimensions (in points)</strong></td>
<td>375 x 50</td>
<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 100</td>
<td>N/A</td>
<td>375 x 564</td>
<td>667 x 331</td>
</tr>
<tr>
<td><strong>Dimensions (px) at 72 ppi</strong></td>
<td>750 x 100</td>
<td>750 x 200</td>
<td>750 x 422</td>
<td>750 x 200</td>
<td>N/A</td>
<td>750 x 1108</td>
<td>1334 x 622</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Sponsored Content</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
</tr>
<tr>
<td><strong>Dimensions (in points)</strong></td>
<td>414 x 50</td>
<td>414 x 100</td>
<td>414 x 233</td>
<td>414 x 100</td>
<td>N/A</td>
<td>414 x 623</td>
<td>736 x 370</td>
</tr>
<tr>
<td><strong>Dimensions (px) at 72 ppi</strong></td>
<td>1242 x 150</td>
<td>1242 x 300</td>
<td>1242 x 699</td>
<td>1242 x 300</td>
<td>N/A</td>
<td>1242 x 1869</td>
<td>2208 x 1110</td>
</tr>
</tbody>
</table>

### iPhone X

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Sponsored Content (Native)</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
</tr>
<tr>
<td><strong>Dimensions (in points)</strong></td>
<td>375 x 50</td>
<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 100</td>
<td>N/A</td>
<td>375 x 641</td>
<td>724 x 290</td>
</tr>
<tr>
<td><strong>Dimensions (px) at 72 ppi</strong></td>
<td>1125 x 150</td>
<td>1125 x 300</td>
<td>1125 x 633</td>
<td>1125 x 300</td>
<td>N/A</td>
<td>1125 x 1923</td>
<td>2172 x 870</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 728x90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
</tr>
<tr>
<td><strong>Dimensions (in points)</strong></td>
<td>768 x 66</td>
<td>700 x 60</td>
<td>768 x 132</td>
<td>700 x 120</td>
<td>768 x 432</td>
<td>700 x 393</td>
</tr>
<tr>
<td><strong>Dimensions (px) at 72 ppi</strong></td>
<td>1536 x 132</td>
<td>1400 x 120</td>
<td>1536 x 264</td>
<td>1400 x 240</td>
<td>1536 x 864</td>
<td>1400 x 786</td>
</tr>
</tbody>
</table>

### 10.5-inch iPad Pro

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 728x90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
<td>Portrait/Landscape</td>
</tr>
<tr>
<td><strong>Dimensions (in points)</strong></td>
<td>768 x 66</td>
<td>700 x 60</td>
<td>768 x 132</td>
<td>700 x 120</td>
<td>768 x 432</td>
<td>700 x 393</td>
</tr>
<tr>
<td><strong>Dimensions (px) at 72 ppi</strong></td>
<td>1536 x 132</td>
<td>1400 x 120</td>
<td>1536 x 264</td>
<td>1400 x 240</td>
<td>1536 x 864</td>
<td>1400 x 786</td>
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</tbody>
</table>