About Advertising on Apple News

Ads on Apple News can run across iPhone, iPod touch, iPad, and macOS 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/macOS supported devices. Safe areas are required for some ad formats to accommodate for varying aspect ratios across iPhone, iPod touch, and iPad screen sizes. Key design/messaging elements are recommended to be within the safe area.

**Video Ads**

Pre-roll and Outstream Video Ads will display in both portrait and landscape device orientations. Interstitial Video Ads 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.

**Supported Devices**

- iPhone SE
- iPhone 6s
- iPhone 6s Plus
- iPhone 6 Plus
- iPhone 6
- iPhone 5s
- iPhone 5c
- iPhone 5
- iPad mini 4
- iPad mini 3
- iPad mini 2
- iPad Air
- iPad Air 2
- iPad Pro 9.7-inch
- iPad Pro 10.5-inch
- iPad (5th generation)
- iPad (6th generation)
- macOS 10.14
- iPod touch 6th gen
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 and macOS 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

![Interaction Area](image1)

*Example illustration: Standard Banner - iPhone 7*

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

![Interaction Area](image2)

*Example illustration: Large Banner - iPhone 7*
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. For Outstream Video Ads, the ad marker will appear on the upper left corner of the ad. 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 &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>1242 x 166</td>
<td>1536 x 132</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>60 KB</td>
<td>70 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 iPad and macOS devices.

## Testing ads utilizing third party ad tags

For ads utilizing any third party ad tags, such as Google Campaign Manager, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
# Double 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 &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td>Asset Requirements</td>
<td>1242 x 332</td>
<td>1536 x 264</td>
</tr>
<tr>
<td>Max File Size</td>
<td>60 KB</td>
<td>130 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 iPad, and macOS devices.

### Testing ads utilizing third party ad tags
For ads utilizing any third party ad tags, such as Google Campaign Manager, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
## 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>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
</tbody>
</table>
| Asset Requirements  
(Dimensions in pixels) | 1242 x 699        | 1536 x 864 |
| Max File Size | 75 KB             | 170 KB     |

### Animations

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

### Assets

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

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

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

### Testing ads utilizing third party ad tags

For ads utilizing any third party ad tags, such as Google Campaign Manager, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
# 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 &amp; Landscape</td>
<td>Portrait and Landscape</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asset Requirements</th>
<th>1200 x 628 (Hero Image)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max File Size - For Workbench</td>
<td>120 KB</td>
</tr>
<tr>
<td>Ad Copy</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 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 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>Portrait and Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>900 x 750</td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td></td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>200 KB</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>Portrait and Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td></td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>200 KB</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></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><strong>Asset Requirements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td>1242 x 2208</td>
<td>1536 x 2048</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- For Workbench</td>
<td>275 KB</td>
<td>230 KB</td>
</tr>
<tr>
<td>- For Third-Party Served</td>
<td>550 KB</td>
<td>600 KB</td>
</tr>
</tbody>
</table>

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

![Content Safe Area](content_safe_area_iphone_ipod_touch.png)

### Content Safe Area (iPad)

![Content Safe Area](content_safe_area_ipad.png)
Sponsored Content (Native) Specifications

### Device 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.

**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 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.
Subscription 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>Channel Logo</strong></td>
<td>Width: 80-2560px, height: 80-256px, aspect ratio: 10:1 max, max file size = 200KB</td>
<td></td>
</tr>
<tr>
<td><strong>Subscription Details</strong></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>Orientation</td>
<td>Portrait and Landscape</td>
</tr>
</tbody>
</table>

**Asset Requirements**
(Dimensions in pixels)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</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.

**Testing ads utilizing third party ad tags**
For ads utilizing any third party ad tags, such as Google Campaign Manager, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
# Outstream Video Ads 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><img src="image1" alt="Portrait &amp; Landscape" /></td>
<td><img src="image2" alt="Portrait &amp; Landscape" /></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>.h264</td>
<td></td>
</tr>
<tr>
<td><strong>Video Bitrate</strong></td>
<td>10 Mbps (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. VAST tags are only supported for devices running iOS 11.3 and higher.

**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 iPhone, iPod touch, iPad, and macOS 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 2 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.
**Interstitial Video Ad and Pre-Roll Video Ad Specifications**

<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 (Dimensions In pixels)</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>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>

**VAST Tags Considerations**

VAST tags can be utilized for Interstitial and Pre-Roll Video Ads. VAST tags are only supported for devices running iOS 11.3 and higher.

**Interstitial Video Ads Design Considerations**

Only one video asset is needed for all iPhone, iPod touch, iPad, and macOS 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 and above. Currently it’s only available as Apple Inventory.

**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 iPhone, iPod touch, iPad, and macOS devices.
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.

VAST tags can be third party served only on iOS 11.3 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 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.
### 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 (Display)
- Bonzai
- Celtra
- Polar

### Third Party Ad Tag (Display) 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

### Supported Vendors (VAST)
- Celtra
- Flashtalking
- Innovid
- Kargo
- Sizmek
- Teads
- Transmit.Live
- Unruly

### Additional Consideration for VAST tags
- Only VAST 2.0 and 3.0 tags containing Linear Ads and Skippable Linear Ads are supported
- Progressive loading only
- VPAID, VAST 1.0, VAST 4.0 tags are not supported
- Apple IPs (17*) whitelisted or not blocked
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 on a supported iOS device. 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 device.

1. On Workbench, click "Account" under your username.
2. On the Account Management Page, click on the "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 3,000 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.