Ad Specifications for Apple News

December 2019
About Advertising on Apple News

Advertising on Apple News can run across iOS devices and MacOS computers. 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.
Ad Identifier

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

The ad identifier appears on a light blue background (99CCFE). It has a minimum iOS tap area to ensure readers can easily tap 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 can’t 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 (for example, copy, legal, key graphics, and call to action) 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

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**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, IAB 320x50, IAB 970x250**
  - Example illustration: Standard Banner - iPhone 8

- **For Double, MREC, IAB 300x250, IAB 320x320, IAB 300x600, Large, Interstitial**
  - 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

Banner Ads
Only one asset is needed for all supported iPhone and iPod touch devices. Another is needed for all supported Mac computers and iPad devices. Safe areas are required for some ad formats to accommodate for varying aspect ratios across iPhone, iPod touch, and iPad screen sizes.

- Standard
- Double
- Large
- MREC
- Interstitial
- Large Direct Response Template*
- IAB 320x50
- IAB 300x250
- IAB 320x320
- IAB 300x600
- Subscription*

Video Ads
Only one asset is needed for all supported iOS and MacOS devices.

- Pre-Roll Video Ads
- Outstream Video Ads

Native (Sponsored Content) Ads
These native ads will display directly in the content feeds or at the end of articles on Apple News.

- Sponsored Content (Native)

*IAvailable on Workbench only
Supported Apple News Ad Formats: Workbench and Google Ad Manager

**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
- Visit websites
- Download apps
- Download iBooks, Music, Movies and TV content
- View/read sponsored content on Apple News
- Deep-link into apps if installed on a device
- Subscribe to a publisher channel
- Subscribe to Apple News+ *
- Target specific publication issues *

*Only available to Apple News+ publishers.

**Supported Devices**
- iPhone 5 or later
- iPad (5th generation or later)
- iPad Air (1st generation or later)
- iPad mini (2nd generation or later)
- iPad Pro
- iPod touch (6th generation or later)
- Mac computers

**Supported Operating Systems**
- iOS 10.3 or later for Banner ads
- iOS 11 or later for Interstitial, Video and Native ads
- macOS 10.3 and later
**Standard Banner Specifications**: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
<td>Portrait and Landscape</td>
</tr>
<tr>
<td>Asset Requirements (Dimensions in pixels)</td>
<td>1242 x 166</td>
<td>1536 x 132</td>
</tr>
<tr>
<td>Max File Size</td>
<td>500 KB</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

**Animations**

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

**Assets**

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, and one for all supported Mac computers and iPad devices.

**Third-party ad tags**

For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
**Double Banner Specifications:** Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Portrait and Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>1242 x 332</td>
<td>1536 x 264</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>500 KB</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

**Animations**
Animated banners (animated GIFs) can loop only three times, and the total animation can’t exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren’t allowed.

**Assets**
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, and one for all supported Mac computers and iPad devices.

**Third-party ad tags**
For use of ad tags, see Third-party Ad Tag specifications. 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 / iPod touch</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><img src="image" alt="Portrait" /></td>
<td><img src="image" alt="Portrait and Landscape" /></td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>1242 x 699</td>
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<tr>
<td><strong>Max File Size</strong></td>
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<td>500 KB</td>
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</table>

**Animations**
Animated banners (animated GIFs) can loop only three times, and the total animation can't exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren't allowed.

**Assets**
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, and one for all supported Mac computers and iPad devices.

**Third-party ad tags**
For use of ad tags, see Third-party Ad Tag specifications. 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</th>
<th>iPad / Mac</th>
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</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>portrait</td>
<td>portrait and landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>900 x 750</td>
<td>900 x 750</td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td>500 KB</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

## Animations
Animated banners (animated GIFs) can loop only three times, and the total animation can't exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren't allowed.

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

## Third-party ad tags
For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
Interstitial Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>iPhone / iPod touch</td>
<td>iPad / Mac</td>
</tr>
<tr>
<td>Portrait</td>
<td>Portrait</td>
<td>Portrait</td>
</tr>
<tr>
<td>Landscape</td>
<td>Landscape</td>
<td>Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>Dimensions in pixels</td>
<td></td>
</tr>
<tr>
<td>iPhone / iPod touch</td>
<td>1242 x 2208</td>
<td>2208 x 1242</td>
</tr>
<tr>
<td>iPad / Mac</td>
<td>1536 x 2048</td>
<td>1536 x 2048</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>500 KB</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

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

- Portrait: 1778 px, 1242 px, 430 px
- Landscape: 2208 px, 882 px, 360 px

**Content Safe Area (iPad)**

- Portrait: 1536 px, 1920 px, 128 px
Large Banner (Direct Response Template) Specifications: Workbench Only

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
<td>Portrait and Landscape</td>
</tr>
<tr>
<td>Asset Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td>1200 x 628 (Hero Image)</td>
<td></td>
</tr>
<tr>
<td>Max File Size</td>
<td></td>
<td>500 KB</td>
</tr>
<tr>
<td>Ad Copy</td>
<td></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

French CTAs are also available when creating an ad in French language.

**Note:** Portrait orientation asset will be used and will be pillar-boxed when the Apple News app is in the landscape orientation mode.
Subscription 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.

<table>
<thead>
<tr>
<th>Design Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription banners are intended to promote subscriptions for publishers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device</th>
<th>iDevice</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><strong>Portrait</strong></td>
<td><strong>Portrait and Landscape</strong></td>
</tr>
<tr>
<td><strong>Channel Logo</strong></td>
<td>Width: 80-2560px, height: 80-256px, aspect ratio: 10:1 max, max file size = 500 KB</td>
<td></td>
</tr>
<tr>
<td><strong>Subscription Details</strong></td>
<td>80 characters max</td>
<td></td>
</tr>
</tbody>
</table>

Subscription (Template) Banner Specifications: Workbench Only
### IAB 320x50 Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
</tr>
<tr>
<td>Asset Requirements (Dimensions in pixels)</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Max File Size</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

**Animations**
Animated banners (animated GIFs) can loop only three times, and the total animation can’t exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren’t allowed.

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

**Third-party ad tags**
For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
**IAB 300x250 Specifications:** Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
</tr>
<tr>
<td>Asset Requirements</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Max File Size</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

**Animations**

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

**Assets**

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

**Third-party ad tags**

For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
IAB 320x320 Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
</tr>
<tr>
<td>Asset Requirements</td>
<td>320 x 320</td>
</tr>
<tr>
<td>Max File Size</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

**Animations**
Animated banners (animated GIFs) can loop only three times, and the total animation can't exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren't allowed.

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

**Third-party ad tags**
For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
IAB 300x600 Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / Pod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
</tr>
<tr>
<td>Asset Requirements</td>
<td>300 x 600</td>
</tr>
<tr>
<td>(Dimensions in pixels)</td>
<td></td>
</tr>
<tr>
<td>Max File Size</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

**Animations**
Animated banners (animated GIFs) can loop only three times, and the total animation can’t exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren’t allowed.

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

**Third-party ad tags**
For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
### IAB 728x90 Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait and Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (Dimensions in pixels)</td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>500 KB</td>
</tr>
</tbody>
</table>

#### Animations
Animated banners (animated GIFs) can loop only three times, and the total animation can’t exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren’t allowed.

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

#### Third-party ad tags
For use of ad tags, see [Third-party Ad Tag specifications](#). For ads utilizing any third-party ad tags, we recommend testing your ads with the [Workbench Ad Tester](#).
### IAB 970x250 Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>Portrait</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td><strong>970 x 250</strong></td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td><strong>500 KB</strong></td>
</tr>
</tbody>
</table>

**Animations**

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

**Assets**

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

**Third-party ad tags**

For use of ad tags, see Third-party Ad Tag specifications. For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester.
Pre-Roll Video Ad Specifications: Workbench and Google Ad Manager

### Asset Formats
- **Vertical Video**
  - **Aspect Ratio**: 9:16 [720p minimum]
  - **Video Codec**: H.264
  - **Video Bitrate**: 600-800 kbps (recommended)
  - **Audio Codec**: Uncompressed
  - **Audio Sample Rate**: 44.1 kHz (minimum)
  - **Duration**: 5 seconds minimum, 30 seconds maximum
  - **Max File Size**: 250 MB (MOV, M4V, MP4)
- **Square Video**
  - **Aspect Ratio**: 1:1 [720p minimum]
  - **Video Codec**: H.264
  - **Video Bitrate**: 600-800 kbps (recommended)
  - **Audio Codec**: Uncompressed
  - **Audio Sample Rate**: 44.1 kHz (minimum)
  - **Duration**: 5 seconds minimum, 30 seconds maximum
  - **Max File Size**: 250 MB (MOV, M4V, MP4)
- **Horizontal Video**
  - **Aspect Ratio**: 16:9 [720p minimum]
  - **Video Codec**: H.264
  - **Video Bitrate**: 600-800 kbps (recommended)
  - **Audio Codec**: Uncompressed
  - **Audio Sample Rate**: 44.1 kHz (minimum)
  - **Duration**: 5 seconds minimum, 30 seconds maximum
  - **Max File Size**: 250 MB (MOV, M4V, MP4)

### 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 iOS and macOS devices.

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**Content Safe Area for Vertical Video Format (9:16)**

- **UI Element**: 320 px
- **Video**: 1080 px
- **Audio**: 1200 px
- **CTA**: 400 px

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Ad Specifications for Apple News | December 2019
## Outstream Video Ads Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
<th>iPad / Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td><img src="image1.png" alt="Portrait and Landscape" /></td>
<td><img src="image2.png" alt="Portrait and Landscape" /></td>
</tr>
<tr>
<td><strong>Aspect Ratio</strong></td>
<td>16:9 (720p minimum)</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 (recommended)</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. Only one set of assets is needed for all iOS 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 two secs before fading out. They can be brought back on screen when a user taps the video area.

**Note:** Outstream Video Ads are available on iOS 11.3 and later.
# Sponsored Content (Native) Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone / iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
</tr>
<tr>
<td><strong>Article Headline</strong></td>
<td>130 characters max</td>
</tr>
<tr>
<td><strong>Advertiser Name</strong></td>
<td>(optional) 22 characters max</td>
</tr>
<tr>
<td><strong>Article ID</strong></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/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. The 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 iPhone devices running on iOS 11 and later.

*Publisher's Logo* won’t 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.
Apple News Ad Formats
Third-party Ad Tags / VAST / Workbench Ad Tester / Rendered Display Information
**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.

**Banner 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 are supported on devices running iOS 12.0 or later.

**Supported Devices**

- iPhone 5 or later
- iPad (5th generation or later)
- iPad Air (1st generation or later)
- iPad mini (2nd generation or later)
- iPad Pro
- iPod touch (6th generation or later)
- Mac computers

**Supported Operating Systems**

- iOS 10.3 or later for Banner ads
- iOS 11 or later for Interstitial, Video, and Native ads
- macOS 10.3 and later
**Technical Specifications:** Google Campaign Manager

<table>
<thead>
<tr>
<th>Asset Requirements</th>
<th>Google Campaign Manager Placement Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Device</strong></td>
<td><strong>iPhone / iPod touch</strong></td>
</tr>
<tr>
<td><strong>Orientation</strong></td>
<td><strong>Portrait</strong></td>
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<tr>
<td><strong>Standard Banner</strong></td>
<td>1242 x 150</td>
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<tr>
<td><strong>Double Banner</strong></td>
<td>1242 x 300</td>
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<tr>
<td><strong>Large Banner</strong></td>
<td>1242 x 699</td>
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<tr>
<td><strong>Medium Rectangle Banner</strong></td>
<td>900 x 750</td>
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<tr>
<td><strong>IAB 320x50</strong></td>
<td>320 x 50</td>
</tr>
<tr>
<td><strong>IAB 300x250</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>IAB 320x320</strong></td>
<td>320 x 320</td>
</tr>
<tr>
<td><strong>IAB 728x90</strong></td>
<td>n/a</td>
</tr>
<tr>
<td><strong>IAB 970x250</strong></td>
<td>n/a</td>
</tr>
</tbody>
</table>

**Animations**
- Animated banners (animated GIFs) can loop only three times, and the total animation can't exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations aren't allowed.

**Assets**
- Max file size is 500KB.
- Only one asset is required to display in both portrait and landscape orientation.
- Assets may only be produced as JPEG, GIF, PNG, or HTML5.
- Specifications are optimized for all supported devices.
- Only one asset is needed for all supported iPhone and iPod touch devices, and one for all supported Mac computers and iPad devices.
**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, IAB 300x250, IAB 320x50, IAB 320x320, IAB 300x600, IAB 728x90, IAB 970x250, and Interstitial ads can utilize third-party tags which can be served on:
- iOS 10.3 and later
- macOS 10.14 and later

Pre-roll video and Outstream Video Ads can use their third-party VAST tags which can be served on iOS 12.0+ above.

Google Campaign Manager supports banner ads listed above, but does not support interstitial or video ads, and requires iOS 12.0 and above. See detailed specifications.

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 don’t 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 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 aren’t 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). But there are important details that should be taken in to consideration when using third-party ad 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 must be absolute (complete) URLs, not relative paths.

**Note:** Google Campaign Manager can support both absolute and relative paths.

3. Use of iFrames isn’t supported. When ads are loaded in Apple News, they can’t 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.

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:** 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 fourth-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>
<tbody>
<tr>
<td>Ad Formats</td>
<td>• Pre-Roll Videos Ads</td>
<td>• Pre-Roll Videos Ads</td>
<td>• Pre-Roll Videos Ads</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Outstream Video Ads</td>
<td>• Outstream Video Ads</td>
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<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 (recommended)</td>
<td>600-800 kbps (recommended)</td>
<td>600-800 kbps (recommended)</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>
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<tr>
<td>Duration</td>
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<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>

### Consideration for VAST tags

- VAST tags are supported for devices running iOS 12 and later.
- The ad formats are supported for Workbench and Google Ad Manager.
  - Outstream video ads
  - Pre-Roll 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 aren’t supported.
- VAST tags aren’t supported for Google Campaign Manager on Apple News.
- HTTPS protocol is required.

### Supported Vendors (VAST)

- Celtra
- FlashTalking
- Innovid
- Kargo
- Sizmek
- Teads
- Transmit.Live
- Unruly
Testing Third-party Ad Tags

For ads running on Apple News using any third-party ad tags, we recommend testing ads with the Workbench Ad Tester. Workbench Ad Tester doesn’t 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.

Note: Complex ad tags may not load in Workbench Ad Tester. For assistance, contact your third-party tag provider.

iOS profile for Workbench Ad Tester
To use the Workbench Ad Tester with devices running iOS 12.2 or later, a special iOS profile must first be installed on the testing device.

1. On Workbench, click Account under your username.
2. On the Account Management Page, select iOS Profile Management tab.
3. Click 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 later 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 12.2 or later.

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

The following is a summary of the actual on-device dimensions of the ad as the user would see them.

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Double</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>Sponsored Content (Native)</th>
<th>Large Banner Direct Response</th>
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<tbody>
<tr>
<td></td>
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<td>Landscape</td>
<td>Portrait</td>
<td>Landscape</td>
<td>Portrait</td>
<td>Landscape</td>
<td>Portrait</td>
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<tr>
<td><strong>iPad Pro (12.9&quot;)</strong></td>
<td>Points</td>
<td>320 x 50</td>
<td>320 x 100</td>
<td>320 x 180</td>
<td>320 x 455</td>
<td>568 x 252</td>
<td>300 x 250</td>
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<td></td>
<td>Pixels</td>
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<td>640 x 200</td>
<td>640 x 360</td>
<td>640 x 910</td>
<td>1136 x 512</td>
<td>600 x 500</td>
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<td><strong>iPad Pro (11&quot;)</strong></td>
<td>Points</td>
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<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 554</td>
<td>667 x 331</td>
<td>300 x 250</td>
</tr>
<tr>
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<td>Pixels</td>
<td>750 x 100</td>
<td>750 x 200</td>
<td>750 x 422</td>
<td>750 x 1108</td>
<td>1334 x 622</td>
<td>600 x 500</td>
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<td>414 x 100</td>
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<td>2208 x 1110</td>
<td>900 x 750</td>
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<td><strong>iPhone X, iPhone XR</strong> (6.1&quot;)</td>
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<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 641</td>
<td>724 x 290</td>
<td>300 x 250</td>
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<td>Pixels</td>
<td>1125 x 150</td>
<td>1125 x 300</td>
<td>1125 x 633</td>
<td>1125 x 1923</td>
<td>2172 x 870</td>
<td>900 x 750</td>
</tr>
<tr>
<td><strong>iPhone 11, iPhone XR</strong> (6.1&quot;)</td>
<td>Points</td>
<td>375 x 50</td>
<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 641</td>
<td>724 x 290</td>
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</tr>
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<td>1125 x 300</td>
<td>1125 x 633</td>
<td>1125 x 1923</td>
<td>2172 x 870</td>
<td>900 x 750</td>
</tr>
<tr>
<td><strong>iPhone XS Max, iPhone 11 Pro</strong> (6.5&quot;)</td>
<td>Points</td>
<td>375 x 50</td>
<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 641</td>
<td>724 x 290</td>
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<tr>
<td></td>
<td>Pixels</td>
<td>1125 x 150</td>
<td>1125 x 300</td>
<td>1125 x 633</td>
<td>1125 x 1923</td>
<td>2172 x 870</td>
<td>900 x 750</td>
</tr>
<tr>
<td><strong>iPad mini (7.9&quot;)</strong></td>
<td>Points</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>
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<td>700 x 60</td>
<td>768 x 132</td>
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<td></td>
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</tr>
<tr>
<td><strong>iPad mini (10.2&quot;)</strong></td>
<td>Points</td>
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<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>
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<td>1400 x 240</td>
<td>1536 x 864</td>
<td>1400 x 786</td>
</tr>
<tr>
<td><strong>iPad Air (10.5&quot;)</strong></td>
<td>Points</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></td>
<td>Pixels</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>
<tr>
<td><strong>iPad Pro (11&quot;)</strong></td>
<td>Points</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>
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<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></td>
<td>Pixels</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>
# Rendered Display Information

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

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<th>IAB 300x250</th>
<th>IAB 320x50</th>
<th>IAB 320x320</th>
<th>IAB 300x600</th>
<th>IAB 728x90</th>
<th>IAB 970x250</th>
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<td>320 x 320</td>
<td>300 x 600</td>
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<td>N/A</td>
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<td>640 x 100</td>
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<td>N/A</td>
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<td>320 x 320</td>
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<td>N/A</td>
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<td>320 x 320</td>
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<td>960 x 150</td>
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<td>960 x 150</td>
<td>300 x 600</td>
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<td>N/A</td>
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<td>320 x 320</td>
<td>300 x 600</td>
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<td>960 x 150</td>
<td>300 x 600</td>
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<td>N/A</td>
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<td>960 x 150</td>
<td>300 x 600</td>
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<td>320 x 320</td>
<td>300 x 600</td>
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<tr>
<td><strong>Pixels</strong></td>
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<td>960 x 150</td>
<td>300 x 600</td>
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<td>320 x 320</td>
<td>300 x 600</td>
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</tr>
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<td><strong>Pixels</strong></td>
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<td>960 x 150</td>
<td>300 x 600</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td><strong>Portrait</strong></td>
<td>300 x 250</td>
<td>320 x 50</td>
<td>320 x 320</td>
<td>300 x 600</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Pixels</strong></td>
<td>900 x 750</td>
<td>960 x 150</td>
<td>960 x 150</td>
<td>300 x 600</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Portrait</strong></td>
<td>300 x 250</td>
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<td>320 x 320</td>
<td>300 x 600</td>
<td>N/A</td>
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<tr>
<td><strong>Pixels</strong></td>
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<td>960 x 150</td>
<td>960 x 150</td>
<td>300 x 600</td>
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<td>N/A</td>
</tr>
</tbody>
</table>
trafficking Advertising on Apple News.

Apple Inc.
Advertising on Apple News
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