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 will find asset input specifications for creating a great ad experience on Apple News.

All ads created for the Apple Advertising Platforms must adhere to the Content Guidelines.
Ads on Apple News are served through the Apple Advertising Platforms with an “Ad” identifier on 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.
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 iPad and macOS 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**
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.

**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 interactive behaviors on your ads on Apple News, all interactions should adhere to the guidelines as illustrated in the diagrams below.

*Example illustration: Standard Banner - iPhone 8*

*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 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.

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

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

Supported Devices
iPhone 5
iPhone 5s
iPhone 6
iPhone 6 Plus
iPhone 6s
iPhone 6s Plus
iPhone 7
iPhone 7 Plus
iPhone 8
iPhone 8 Plus
iPhone X
Phone Xs
Phone Xs Max
iPhone XR
iPod touch 6th gen
# Standard Banner Specifications: Workbench and Google Ad Manager

<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, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
Double Banner Specifications: Workbench and Google Ad Manager

<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></td>
<td>1242 x 332</td>
<td>1536 x 264</td>
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<tr>
<td><strong>Max File Size</strong></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, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
Large Banner Specifications: Workbench and Google Ad Manager

<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></td>
<td><strong>(Dimensions In pixels)</strong></td>
<td><strong>Max File Size</strong></td>
</tr>
<tr>
<td></td>
<td>1242 x 699</td>
<td>1536 x 864</td>
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</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.

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For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester on a supported iOS device.
### Large Banner (Direct Response Template) Specifications: Workbench and Google Ad Manager

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

![Representation of Content Safe Area](image)
## Medium Rectangle Banner (MREC) Specifications: Workbench and Google Ad Manager

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

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

<table>
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<th>Device</th>
<th>iPhone/iPod touch</th>
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</thead>
<tbody>
<tr>
<td>Orientation</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>300 x 250</td>
</tr>
<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>200 KB</td>
</tr>
</tbody>
</table>
## Interstitial Banner Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
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<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td>Portrait</td>
<td>Landscape</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong></td>
<td>1242 x 2208</td>
<td>2208 x 1242</td>
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<tr>
<td><strong>Max File Size - For Workbench</strong></td>
<td>275 KB</td>
<td>230 KB</td>
</tr>
<tr>
<td><strong>Max File Size - For Third-Party Served</strong></td>
<td>550 KB</td>
<td>600 KB</td>
</tr>
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</table>

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

- **Portrait**
  - Content Safe Area: 1778 px
  - Safe Area: 1242 px
  - 430 px

- **Landscape**
  - Content Safe Area: 2208 px
  - Safe Area: 176 px
  - 175 px

### Content Safe Area (iPad)

- **Portrait**
  - Content Safe Area: 1536 px
  - Safe Area: 1536 px
  - 12 px

- **Landscape**
  - Content Safe Area: 1920 px
  - Safe Area: 128 px
Sponsored Content (Native) Specifications: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
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</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 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 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.

### Subscription (Template) Banner Specifications

**Workbench and Google Ad Manager**

<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>
</tbody>
</table>

**Channel Logo**
- Width: 80-2560px, height: 80-256px, aspect ratio: 10:1 max, max file size = 200KB

**Subscription Details**
- 80 characters max

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**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: Workbench and Google Ad Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPad</th>
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</thead>
<tbody>
<tr>
<td>Orientation</td>
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<table>
<thead>
<tr>
<th>Asset Requirements (Dimensions In pixels)</th>
<th>728 x 90</th>
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</thead>
<tbody>
<tr>
<td>Max File Size - For Workbench</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 iPad and macOS 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 on a supported iOS device.
Outstream Video Ads Specifications: Workbench and Google Ad Manager

<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></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 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.
Intersticial Video Ad and Pre-Roll Video Ad Specifications: Workbench and Google Ad Manager

### 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, 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 higher. 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.

---

<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> (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>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>
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 iPhone, iPod touch, and iPad 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

<table>
<thead>
<tr>
<th>iPhone 5s</th>
<th>iPod touch 6th gen</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone SE</td>
<td>iPad Air</td>
</tr>
<tr>
<td>iPhone 6</td>
<td>iPad 2</td>
</tr>
<tr>
<td>iPhone 6 Plus</td>
<td>iPad mini 2</td>
</tr>
<tr>
<td>iPhone 6s</td>
<td>iPad mini 3</td>
</tr>
<tr>
<td>iPhone 6s Plus</td>
<td>iPad mini 4</td>
</tr>
<tr>
<td>iPhone 7</td>
<td>iPad Pro 9.7-inch</td>
</tr>
<tr>
<td>iPhone 7 Plus</td>
<td>iPad Pro 10.5-inch</td>
</tr>
<tr>
<td>iPhone 8</td>
<td></td>
</tr>
<tr>
<td>iPhone 8 Plus</td>
<td></td>
</tr>
<tr>
<td>iPhone X</td>
<td></td>
</tr>
<tr>
<td>iPhone Xs</td>
<td></td>
</tr>
<tr>
<td>iPhone Xs Max</td>
<td></td>
</tr>
<tr>
<td>iPhone Xr</td>
<td></td>
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</tbody>
</table>

Apple Advertising Platforms Specifications For Apple News

January 2019
# Standard Banner Specifications: Google Campaign Manager

<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 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>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, 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 iPad and macOS devices.
Double Banner Specifications: Google Campaign Manager

<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 300</td>
<td>1536 x 264</td>
</tr>
<tr>
<td>Google Campaign Manager</td>
<td>414 x 100</td>
<td>768 x 132</td>
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<tr>
<td>Placement Size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max File Size</td>
<td>60 KB</td>
<td>130 KB</td>
</tr>
</tbody>
</table>

**Animations**

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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.
### Large Banner Specifications: Google Campaign Manager

<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>&lt;br&gt;(Dimensions In pixels)</td>
<td>1242 x 699</td>
<td>1536 x 864</td>
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<tr>
<td><strong>Google Campaign Manager Placement Size</strong></td>
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<td><strong>Max File Size</strong></td>
<td>75 KB</td>
<td>170 KB</td>
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**Animations**

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**Assets**

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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.
Medium Rectangle Banner (MREC) Specifications: Google Campaign Manager

<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>900 x 750</td>
<td>600 x 500</td>
</tr>
<tr>
<td><strong>Google Campaign Manager Placement Size</strong></td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>200 KB</td>
<td>170 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 iPad and macOS devices.
IAB 300x250 Specifications: Google Campaign Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/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.
# IAB 728x90 Banner Specifications: Google Campaign Manager

<table>
<thead>
<tr>
<th>Device</th>
<th>iPhone/iPod touch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Asset Requirements</strong>&lt;br&gt;(Dimensions In pixels)</td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Google Campaign Manager Placement Size</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Max File Size</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, 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 iPad and macOS devices.
Technical Specifications: Google Campaign Manager

Ad Serving
A Standard, Double, Large, MREC, Interstitial, IAB 300x250, and IAB 728x90 ads can be served only on:
- iOS 10.3 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 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

Google Campaign Manager Tag (Display) Checklist
- Apple IPs (17.*) whitelisted or not blocked
- 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**
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 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 MRID.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; it will fail the ad load. 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.

Apple Advertising Platforms Specifications For Apple News  
January 2019
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
- Google Campaign Manager
- 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
- 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><strong>AD Formats</strong></td>
<td>Pre-Roll Videos Ads</td>
<td>Pre-Roll Videos Ads</td>
<td>Pre-Roll Videos Ads</td>
</tr>
<tr>
<td></td>
<td>Interstitial Video Ads</td>
<td>Interstitial Video Ads</td>
<td>Interstitial Video Ads</td>
</tr>
<tr>
<td><strong>Asset Requirements</strong> (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><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>

**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.

**Supported Vendors (VAST)**
- Celtra
- Flashtalking
- Innovid
- Kargo
- Sizmek
- Teads
- Teads.Live
- Unruly
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. 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, 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.
# 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>Standard</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (in points)</td>
<td>Portrait/Landscape</td>
<td>320 x 50</td>
<td>320 x 100</td>
<td>320 x 180</td>
<td>N/A</td>
<td>320 x 455</td>
<td>568 x 252</td>
</tr>
<tr>
<td>Dimensions (px) at 72 ppi</td>
<td>Portrait/Landscape</td>
<td>640 x 100</td>
<td>640 x 200</td>
<td>640 x 360</td>
<td>640 x 200</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>Standard</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (in points)</td>
<td>Portrait/Landscape</td>
<td>375 x 50</td>
<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 100</td>
<td>375 x 554</td>
<td>667 x 331</td>
</tr>
<tr>
<td>Dimensions (px) at 72 ppi</td>
<td>Portrait/Landscape</td>
<td>750 x 100</td>
<td>750 x 200</td>
<td>750 x 422</td>
<td>750 x 200</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>Standard</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (in points)</td>
<td>Portrait/Landscape</td>
<td>414 x 50</td>
<td>414 x 100</td>
<td>414 x 233</td>
<td>414 x 100</td>
<td>414 x 623</td>
<td>736 x 370</td>
</tr>
<tr>
<td>Dimensions (px) at 72 ppi</td>
<td>Portrait/Landscape</td>
<td>1242 x 150</td>
<td>1242 x 300</td>
<td>1242 x 699</td>
<td>1242 x 300</td>
<td>1242 x 1869</td>
<td>2028 x 1110</td>
</tr>
</tbody>
</table>

## iPhone X

<table>
<thead>
<tr>
<th>Format</th>
<th>Orientation</th>
<th>Standard</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (in points)</td>
<td>Portrait/Landscape</td>
<td>375 x 50</td>
<td>375 x 100</td>
<td>375 x 211</td>
<td>375 x 100</td>
<td>375 x 641</td>
<td>724 x 290</td>
</tr>
<tr>
<td>Dimensions (px) at 72 ppi</td>
<td>Portrait/Landscape</td>
<td>1125 x 150</td>
<td>1125 x 300</td>
<td>1125 x 633</td>
<td>1125 x 300</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>Standard</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 728x90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (in points)</td>
<td>Portrait/Landscape</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>Dimensions (px) at 72 ppi</td>
<td>Portrait/Landscape</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>Standard</th>
<th>Double/Subscription</th>
<th>Large</th>
<th>Interstitial</th>
<th>MREC</th>
<th>IAB 728x90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (in points)</td>
<td>Portrait/Landscape</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>Dimensions (px) at 72 ppi</td>
<td>Portrait/Landscape</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>