## Contents

Overview.................................................................................................................................5
Generating Revenue.......................................................................................................................5
Ad Placements.............................................................................................................................5
Ad Formats.....................................................................................................................................6
Available Ad Formats....................................................................................................................6
Post-Tap Ad Experiences................................................................................................................7
Ad Serving Priority........................................................................................................................7
Brand Safety and Privacy..............................................................................................................7
Apple News Format and Ads........................................................................................................9
Marking Up ANF Articles to Receive Ads..................................................................................9
Considerations for Manually Placed Ads....................................................................................9
Exclude All Ads from Articles....................................................................................................9
Getting Started...........................................................................................................................10
Account Management................................................................................................................10
Workbench Administration.........................................................................................................10
  Apple Developer Account..........................................................................................................10
  App Store Connect Account.....................................................................................................10
  Link Apple News Channels to App Store Connect ................................................................10
Determine User Access...............................................................................................................11
Workbench Authentication.........................................................................................................11
Access Workbench as a User.......................................................................................................12
Workbench Basics.......................................................................................................................13
Account and Ad Settings............................................................................................................13
Account Settings........................................................................................................................13
Ad Settings....................................................................................................................................13
Ad Settings By Regions................................................................................................................14
Ad Format Settings......................................................................................................................14
Sensitive Topic Exclusions.........................................................................................................14
Ad Exclusions............................................................................................................................15
Campaign Categories and Subcategories..................................................................................15
Ad Backfill Settings......................................................................................................................18
Ad Backfill Status.........................................................................................................................18
Ad Backfill and Content Rating....................................................................................................18
Campaign Creation/Management.................................................................................................19
Create a Campaign......................................................................................................................19
Edit Campaign Details...............................................................................................................19

Ad Guide for Publishers: Advertising on Apple News

May 2020

2
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thresholds</td>
<td>40</td>
</tr>
<tr>
<td>Orientation and Rendering</td>
<td>40</td>
</tr>
<tr>
<td>In-Banner Features</td>
<td>40</td>
</tr>
<tr>
<td>Supported Macros</td>
<td>41</td>
</tr>
<tr>
<td>Whitelisting</td>
<td>41</td>
</tr>
<tr>
<td>Test and Preview Third-Party Ad Tags</td>
<td>41</td>
</tr>
<tr>
<td>Third-Party Reporting Metrics</td>
<td>42</td>
</tr>
<tr>
<td>Third-Party Ad Checklist</td>
<td>42</td>
</tr>
<tr>
<td>Inventory Forecasting</td>
<td>43</td>
</tr>
<tr>
<td>Check Inventory</td>
<td>43</td>
</tr>
<tr>
<td>Overrides</td>
<td>44</td>
</tr>
<tr>
<td>Campaign Priority</td>
<td>44</td>
</tr>
<tr>
<td>Reserve Inventory</td>
<td>44</td>
</tr>
<tr>
<td>Takeovers</td>
<td>45</td>
</tr>
<tr>
<td>Reporting</td>
<td>46</td>
</tr>
<tr>
<td>Time Zones</td>
<td>46</td>
</tr>
<tr>
<td>Campaign Reporting</td>
<td>46</td>
</tr>
<tr>
<td>Impressions</td>
<td>46</td>
</tr>
<tr>
<td>Conversions</td>
<td>46</td>
</tr>
<tr>
<td>View Campaign Performance Data</td>
<td>47</td>
</tr>
<tr>
<td>View Line, Ad, Or Device Performance Data</td>
<td>47</td>
</tr>
<tr>
<td>Campaign Performance Data</td>
<td>48</td>
</tr>
<tr>
<td>Moat</td>
<td>49</td>
</tr>
<tr>
<td>Additional Resources</td>
<td>49</td>
</tr>
</tbody>
</table>
Overview

Advertising on Apple News and Stocks offers the powerful ability to reach engaged users with impactful display, video, and native ads. Our ad platform was built to ensure easy integration and seamless delivery to iOS devices.

Only Apple News Format channels and articles are eligible for advertising. RSS content isn’t eligible.

All ads created for use on Apple News and Stocks must follow the requirements of the Advertising on Apple News Content Guidelines.

Generating Revenue

Publishers can monetize their content by selling ad placements on their Apple News channel(s) and articles. The following is a breakdown of how to generate ad revenue with advertising on Apple News.

• Direct sold (100 percent of revenue): Sell your own ads that run on your Apple News channel(s) and articles and keep 100 percent of revenue generated from them.

• Backfill (70 percent of revenue): Allow Apple to sell ads in your content by enabling backfill in Workbench, and keep 70 percent of the revenue.

• Pooled (50 percent of revenue): Earn additional revenue from ads that Apple sells outside of your articles. Ads could appear in between articles in the Today feed or in Apple-curated topic feeds such as Fashion or Technology. Apple will share 50 percent of the revenue from these ads with Apple News Format channels that have signed up to participate. Revenue is allocated among publishers based on the time readers spend within each channel’s articles.

Note that Apple doesn’t apply ad serving fees.

Ad Placements

Ads can appear in the following places on the Apple News app.

• Today feed

• Topic feeds curated by Apple News (Entertainment, Travel, and Sports, and so on)

• Digest/Spotlight

• Publisher channels

• Publisher articles

• Swiping between articles
Ad Formats

Advertising on Apple News has been designed to integrate seamlessly with the reading experience.

Available Ad Formats

There are several ad formats for Advertising on Apple News. The following table outlines where each ad format can display on Apple News. Please note that IAB formats can only run in publisher inventory as noted below, and not in Apple inventory including Apple curated articles such as Spotlight.

To learn more about ad format requirements, refer to the Ad Specifications for Apple News.

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Today feed (Apple inventory)</th>
<th>Apple topic feed (Apple inventory)</th>
<th>Publisher channel feeds (Publisher inventory)</th>
<th>Publisher articles (Publisher inventory)</th>
<th>Swiping between articles (Apple &amp; publisher inventory)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>n/a</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>Double</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>Large</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>Large - Direct Response Template</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>Medium Rectangle Banner (MREC)</td>
<td>n/a</td>
<td>Yes(^1)</td>
<td>Yes(^1)</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>IAB 300x250</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes(^1)</td>
<td>Yes(^1)</td>
<td>n/a</td>
</tr>
<tr>
<td>IAB 320x50</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes(^1)</td>
<td>n/a</td>
</tr>
<tr>
<td>IAB 320x320</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes(^1)</td>
<td>n/a</td>
</tr>
<tr>
<td>IAB 300x600</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes(^1)</td>
<td>n/a</td>
</tr>
<tr>
<td>IAB 728x90</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes(^2)</td>
<td>Yes(^2)</td>
<td>n/a</td>
</tr>
<tr>
<td>IAB 970x250</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes(^2)</td>
<td>n/a</td>
</tr>
<tr>
<td>Interstitial</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes</td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outstream Video Ads</td>
<td>n/a</td>
<td>n/a</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>Pre-Roll Video Ads</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Content (Native)</td>
<td>Yes(^1)</td>
<td>Yes(^1)</td>
<td>Yes(^1)</td>
<td>Yes(^1)</td>
<td>n/a</td>
</tr>
</tbody>
</table>

\(^1\) iPhone only.

\(^2\) iPad and Mac computers only.
Post-Tap Ad Experiences

Apple News offers a variety of simple post-tap experiences for great user engagement results. You can set up ad experiences to do any of the following:

• View publisher channels, articles, or issues.
• Visit websites.
• Download apps.
• Download music, movies, or TV content.
• View sponsored content on Apple News.
• Subscribe to a publisher channel.
• Drive to an Apple News+ subscription (available to Apple News+ publishers).

Ad Serving Priority

Publishers can monetize their content by running both direct sold ads as well as enabling backfill in their Apple News channel content. To help you maximize monetization, we’ve created the following order for ads to appear from highest to lowest priority.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority 1: Publisher Direct Sold Campaigns</td>
<td>Ads that are sold directly by the publisher.</td>
</tr>
<tr>
<td>Priority 2: Reseller Backfill Campaigns</td>
<td>Ads that Apple or its reseller has sold and placed into publisher content if the publisher has enabled backfill.</td>
</tr>
<tr>
<td>Priority 3: Publisher House Campaigns</td>
<td>Ads that a publisher is using to promote their own content.</td>
</tr>
<tr>
<td>Priority 4: Apple House Campaigns</td>
<td>Ads that Apple is using to promote Apple products, services, and non-profit partnerships (for example, an iOS update message, an Apple Music promotion, or a PSA). These campaigns serve in the last priority.</td>
</tr>
</tbody>
</table>

Note that if you have Google Ad Manager enabled on Workbench, you should refer to the Workbench and Google Ad Manager Setup Guide for details on ad serving priority.

Brand Safety and Privacy

Advertisers can reach Apple News readers through brand safe content, while respecting user privacy and trust. Apple’s policies, processes, and technologies are designed to protect the interests of our customers.

Apple News brand safety and privacy delivers all of the following:

• Personal privacy—Customer privacy is upheld with strict guidelines and policies. Apple doesn’t collect, track, or share personally identifiable information, and never shares individual data with third parties.
• Clear ad indicators—Each advertisement is marked with an “Ad” indicator making it easy to identify. When tapped, an ad provides simple disclosure, allowing the customer to see the data behind any ad that's served to them.

• Customer control—Users may turn on Limit Ad Tracking (LAT) any time to stop receiving targeted ads on Apple News and Stocks. Ads will still be served to these LAT On users but may be less personally relevant to them.

• Fraud prevention—Seamless integration of hardware, software, and services provides Apple control over the entire ad experience and helps prevent advertising fraud.

• Brand safety for advertisers—Apple’s robust classification engine identifies and removes sensitive content from the pool of articles eligible for ad serving. Advertisers have the option to apply additional content exclusions to further refine campaign delivery.

In addition, to ensure Apple News is delivering the highest quality advertising experience, all ads created for use on Apple News must follow the content guidelines outlined in the Advertising on Apple News Content Guidelines. Apple reserves the right to reject any advertisement that doesn’t meet the minimum guidelines or any advertisement that Apple feels isn’t appropriate for Apple News or its users.
Apple News Format and Ads

As an Apple News publisher, you can use the in-depth design capabilities of Apple News Format (ANF) to create unique articles with beautiful design elements. You can also mark up your ANF articles to receive ads for monetization.

Marking Up ANF Articles to Receive Ads

Use the AdvertisementAutoPlacement object for defining the automatic placement of advertisements. The AdvertisementAutoPlacement object inserts advertisements dynamically between Body, Chapter, Section, or Container components in an ANF marked up article.

If you’re using a manual approach, make sure your ANF articles include one of the advertisement components (Banner Advertisement or Medium Rectangle Advertisement) or Allow Ads in Article is selected in News Publisher. See also how to manage advertisements in your article(s).

Note that including one of the advertisement components within your ANF article doesn’t itself guarantee that an ad will appear. Ads may not appear for a variety of reasons (for example, inventory, pacing, or frequency).

Considerations for Manually Placed Ads

Manually placing ad components can give you control over ad positions in an ANF article. When marking up articles with manual components, factor in the below considerations to ensure ad impressions are properly attributed. Failure to do so may result in low fill rate.

- If a manually placed component is added to an article that also has dynamically placed components, the manually placed component will take precedence.
- Don’t place ad components inside container, chapter, or section components.
- Don’t apply animations, scenes, or behaviors to advertisement components.
- Don’t mark up your articles to show more than one ad on screen at a time. If there are multiple ad components on a single screen, only one will be rendered.
- Don’t include ads on the first screen of the content experience. Ads on the first screen of articles won’t be rendered.
- There are several potential scenarios for digital ad and print replica ad placement, depending on settings.

Exclude All Ads from Articles

The ads property can be set to disableAds on any specific ANF articles where you’d like to exclude all ad types from displaying. Setting this property value will exclude direct sold, house, and backfill ads from serving into the article. See also how to manage advertisements in your article(s).

Note that you can also exclude ads from displaying on your Apple News channel(s) by ad categories or by key value pairs.
Getting Started

Account Management

Workbench is a tool for managing your ad campaigns on Apple News and Stocks. To traffic ads, you’ll need to have an Apple ID and access to Workbench. An Apple ID is the same email address used to access many Apple resources such as the Apple Online Store, the App Store, and iCloud.

There are two levels of Workbench access: Administrator and User.

Workbench Administration

A Workbench Administrator is responsible for managing user access for the organization. Each organization must designate a Workbench Administrator to set up an Apple Developer account, and an App Store Connect account, and then link to Apple News.

Apple Developer Account

An active Apple Developer Program membership is required to enable advertising on Apple News. Go to Apple Developer Program to set up an account and click the Enroll link.

App Store Connect Account

Once enrolled in the Apple Developer Program, you’ll gain access to an App Store Connect account. This will provide you with tools to manage agreements, tax, banking information, and sales reports. If your organization has a designated Team Agent with membership to the Apple Developer Program, the Team Agent can grant you access to App Store Connect.

All Workbench users must be setup as a user on App Store Connect first.

Link Apple News Channels to App Store Connect

To access tools for managing agreements and sales reports as well as tax and banking information, you’ll need to link your News Publisher account to App Store Connect.

1. Go to Apple News Publisher and sign in using your Apple ID.
2. From Apple News Publisher, click Advertising.
3. Click Enable App Store Connect.
4. Sign in with your Apple ID.
5. Do one of the following, depending on your role in App Store Connect.
   • If you have the Legal role in App Store Connect, click Agreements, Tax, and Banking.
   • If you don’t have the Legal role in App Store Connect, click Submit. The request will be routed to the person with the Legal role.
6. Once approved, click Link next to your channel’s name to connect your Apple News channel to App Store Connect.
7. Agree to the contract terms:
   • If you have the Legal role, click Submit.
   • If you don’t have the Legal role, continue the process and enter your tax/banking information, then click Submit.

Your Apple News content agreement will be active within 24 hours. Apple News backfill will be automatically enabled after 48 hours. As soon as ads begin displaying on your channel/articles, you’ll become eligible to earn revenue.

If you’d rather sell your own ads directly and not receive any ads from backfill, turn off backfill in Workbench settings.

Your financial reports and payments will be available on App Store Connect within the Payments and Financial Reports section.

**Determine User Access**
Sign in to Workbench with your Apple ID and password associated with the Workbench Admin account for your organization.

To add users, go to Account (within the menu to the far right under your name) and select Users. Administrators can invite users by email or add by Apple ID. Administrators can also designate users as Administrators from this location. Note that all users requiring access to Workbench must be set up in App Store Connect as users first.

**Workbench Authentication**
Workbench certificates expire after 25 months, at which time an administrator can download a new certificate. To download a new certificate:

1. Click the arrow next to your account name near the top right and choose Account in the menu.
2. Select the API tab under the page title.
3. Click Create Key.
4. Name your key and assign access to a tool set.
5. Enter the captcha text.
6. Confirm and download your key in a ZIP file. You’ll receive the following:
   • certificate.pem — a client-side SSL certificate signed by Apple Ad Platforms.
   • private_key.key — a client-side SSL private key.
   • token.txt — an access token.
Note that the following commands use the publicly available `openssl` and `keyhole` utilities. `Keytool` is obtained through the standard Java distribution.

1. Convert the PEM certificate to P12-format certificate.

   ```bash
   openssl pkcs12 -export -in certificate.pem -inkey private_key.key -out certificate.p12 -name "<NAME>"
   ```

2. Convert the P12-format certificate to a JKS-format certificate.

   ```bash
   keytool -v -importkeystore -srckeystore certificate.p12 -srcstoretype PKCS12 -destkeystore certificate.jks -deststoretype JKS
   ```

## Access Workbench as a User

Sign in to Workbench with your Apple ID and password that has been authorized for access by your Workbench Administrator.

Apple is unable to create logins for users under any circumstances. If you don’t already have access to Workbench, please follow the simple two-step process below.

1. You must be an App Store Connect user before you can be invited to Workbench by an Administrator.
   If you’re not an App Store Connect user, you’ll need an App Store Connect Administrator at your organization to invite you. Instructions on how to do this can be found on the App Store Connect Support page.

2. Once your Apple ID is established as a user in Apple Store Connect, you’ll need a Workbench Administrator from your organization to assign you permissions to Workbench. Administrators can grant access to additional users with the New User button in the Account section of Workbench.

Note that an Apple ID can only be associated to one organization on Workbench.
Workbench Basics

Workbench is a tool for managing your advertising campaigns on Apple News and Stocks. Workbench is optimized for the following browsers running on macOS 10.8 and later.

- Safari 11.1 and later.
- Chrome 68 and later.

You can use Workbench to do the following with Apple News Format (ANF).

- Manage the ad settings for your ANF channels.
- Create/manage ad campaigns on your ANF channels.
- Review performance data for ad campaigns on your ANF channels.

See the News Publisher help for details on ANF.

If you don’t have a Workbench account, refer to the Account Management section for instructions.

Account and Ad Settings

Use Workbench to manage the advertising for your Apple News channels. You can choose ad formats, frequency, exclusions, and whether or not you accept ads sold by Apple News (backfill).

Account Settings

You can manage your account details and access to your account through the Account setting on Workbench.

1. Sign in to Workbench.
2. Click Account in the menu under your username on the upper-right corner.
3. On the Details tab, fill in the requested info.
4. Set Account Time Zone. The time zone you set will be used on your campaign reports.
   Note that after you save your account information, your Account Time Zone can’t be changed.
5. Set the default Campaign Time Zone. This time zone will be the one used when you run campaigns.
   Note that when you set up a campaign, you can change the default Campaign Time Zone.
6. Click Save.

Ad Settings

On Workbench, you can adjust ad settings based on following:

- Associated Apple News formatted(ANF) channel(s).
- The country that’s associated to these ANF channel(s).

To adjust your ad settings in Workbench:
1. Sign in to Workbench.

2. Choose Ad Settings in the menu under your username on the upper-right corner.

3. Select an associated Apple News Format (ANF) channel.

You can also enable a third-party ad server, such as Google Ad Manager, to connect to Workbench under Ad Settings.

**Ad Settings By Regions**

Ad settings on Workbench can be applied to all regions (AU, CA, UK, U.S.) or separately for each region. By default, ad settings are applied at a global level. This means your ad settings will be applied to all regions where your channels appear globally. To adjust your ad settings based on specific region(s):

1. Sign in to Workbench.

2. Click Ad Settings under your username in the upper-right corner.

3. Select an associated Apple News Format (ANF) channel.

4. Below the name of your ANF channel, click the menu to see the available regions:
   - You can select a specific region and adjust the ad settings for that region.
   - You can add ad settings to a new region by clicking Add a New Setting.
   - You can remove ad settings for a region by clicking Remove a Country Setting.

**Ad Format Settings**

You can control which ad formats will display on your Apple News channel or article through Workbench. By default, all ad formats are enabled in the channel view and in the interstitial placement. Refer to the Ad Specifications for Apple News to learn more about the available ad formats.

To maximize your potential revenue, implement both the banner and medium rectangle ad components in articles and leave all ad formats enabled on Workbench.

Ads won’t appear inside Apple News Format articles until you include the ad component markup in your articles, even if you enable ads on Workbench.

**Sensitive Topic Exclusions**

As part of our commitment to a brand safe environment, Apple News analyzes all content across sensitive topic areas. Apple’s robust Classification Engine analyzes articles, tags them with keywords, and assigns content categories to each article based on contextual relevance. When an article is tagged with a sensitive topic, it’s removed from the pool of articles eligible for ad serving.

Sensitive topics include:

1. Historical Events (tragedy/conflict)
2. Accidents and Disasters
3. Corporate Crime
4. Obesity
5. Reckless Endangerment
6. War and Unrest
7. Sex in Society
8. Adult Entertainment
9. Animal Cruelty
10. Tobacco
11. Violent Crime

Publishers can opt out of any of the first six sensitive category exclusions listed above by de-selecting them in Workbench Ad Settings. When you opt out of a sensitive category exclusion, your ads will serve in articles with content related to them. Only direct sold and house ads—not backfill ads—can run in articles that are categorized as sensitive. Per Apple policy, no backfill ads will serve in any sensitive category articles.

Note that any edits to the default sensitive categories can take up to three weeks to be reflected in inventory forecasting.

**Ad Exclusions**

There are three ways to exclude ads from displaying on your Apple News channel(s).

1. **Exclude by campaign categories:** Within Ad Settings on Workbench, you can select from a list of campaign categories you don’t want to appear in a channel. For example, you can choose to exclude any automotive advertising campaigns from your channel. This exclusion option is only applicable for any backfill ads flowing through to your channel. Publisher Promotions & Subscriptions is the only category set to exclude ads from running in their inventory, by default.

   Note that this option only applies to the campaign category level. You can’t exclude specific advertisers.

2. **Exclude by key value pairs:** You can also exclude any direct sold ads to any of your articles by utilizing key value pairs.

3. **Exclude by ad property:** You can choose to exclude all direct sold, house, or backfill ads from serving by setting the ad property on any specific ANF articles. See [how to manage advertisements in your article(s)](how-to-manage-ads-in-article).

**Campaign Categories and Subcategories**

The following categories can be used to classify campaigns during creation, and can be used to exclude certain types of ads from appearing in your channel:

<table>
<thead>
<tr>
<th>Main Category</th>
<th>Subcategory</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial</td>
<td>Affiliate</td>
<td>Ads that direct customers to publisher editorial content either on Apple News or the publisher website that’s sponsored by or in association with a brand</td>
</tr>
<tr>
<td></td>
<td>Brand</td>
<td>Campaigns in the Advertorial - Brand category include ads that direct customers to branded advertorial content either on a dedicated brand channel on Apple News or an external web page that the brand owns and manages</td>
</tr>
<tr>
<td>Main Category</td>
<td>Subcategory</td>
<td>Definition</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Apple News Promotions</td>
<td>Apple News Promotions</td>
<td>Ads that promote Apple News+, or functions, areas, or services related to Apple News</td>
</tr>
<tr>
<td>Autos</td>
<td>Autos</td>
<td>Ads that include all types of automobiles and car dealerships</td>
</tr>
<tr>
<td>Business to Business (B2B)</td>
<td>Business to Business (B2B)</td>
<td>Ads where one business makes a commercial transaction with another</td>
</tr>
<tr>
<td>Consumer Packaged Goods (CPG)</td>
<td>Alcohol</td>
<td>Ads that promote the direct or indirect sale of alcoholic beverages; campaigns must be appropriately age targeted and adhere to all federal and local advertising laws</td>
</tr>
<tr>
<td></td>
<td>Baby, Beauty &amp; Cosmetics, Beverages, Candy &amp; Chocolate, Food, Hair Care, Household &amp; Laundry, Paper Products, Personal Care &amp; Grooming, Pets, Other</td>
<td>Ads that promote consumer packaged goods or services in the respective subcategories that are purchased by individuals or households for personal use</td>
</tr>
<tr>
<td>Dating Services</td>
<td>Dating Services</td>
<td>Ads that promote online dating services; campaigns must be appropriately age targeted and adhere to all federal and local advertising laws</td>
</tr>
<tr>
<td>Education</td>
<td>Education</td>
<td>Ads that inform, update, or persuade the public to engage in or avoid current educational issues</td>
</tr>
<tr>
<td>Energy, Oil, &amp; Gas</td>
<td>Energy, Oil, &amp; Gas</td>
<td>Ads that include energy, oil, and gas companies and promotions</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Books &amp; Literature, Home Entertainment - Movies, Home Entertainment - TV, Mature Content, Media &amp; News, Movies, Music &amp; Audio, TV, Other</td>
<td>Ads that promote all forms of entertainment, including media companies and media content</td>
</tr>
<tr>
<td>Financial Services</td>
<td>Auto/Home/Life Insurance, Banking, Credit &amp; Lending, Investing &amp; Financial Planning, Other</td>
<td>Ads that promote financial institutions, credit cards, credit repair, foreign exchange, government grants, insurance, investment advice, and loans</td>
</tr>
<tr>
<td>Gambling</td>
<td>Sports Betting</td>
<td>Ads promoting bookmakers or online services that allow a wager to be placed on the outcome of predicted sports results; campaigns must be appropriately age targeted and adhere to all federal and local advertising laws</td>
</tr>
<tr>
<td></td>
<td>State Lottery</td>
<td>Ads that promote state lotteries; campaigns must be appropriately age targeted and adhere to all federal and local advertising laws</td>
</tr>
<tr>
<td>Main Category</td>
<td>Subcategory</td>
<td>Definition</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>Ads that promote physical, real-money gambling activity or establishments, or ad that promote sites that contain or link to content relating to online gambling or games with the chance to win money; campaigns must be appropriately age targeted and adhere to all federal and local advertising laws</td>
</tr>
<tr>
<td>Games</td>
<td>Action/Adventure/Arcade Games, Casual/Puzzle/Word Games, Role-Playing/Strategy Games, Simulated Casino Games, Sports Games, Other</td>
<td>Ads that promote online or offline games, including arcade, puzzle, role-playing, and strategy games</td>
</tr>
<tr>
<td></td>
<td>Government</td>
<td>Ads that promote national regulation or legislature</td>
</tr>
<tr>
<td></td>
<td>Health &amp; Fitness</td>
<td>Ads that promote health and fitness products and services, including personal health and dental</td>
</tr>
<tr>
<td></td>
<td>Home &amp; Garden</td>
<td>Ads that promote home improvement and home furnishings</td>
</tr>
<tr>
<td></td>
<td>Pharmaceutials</td>
<td>Ads for online pharmacies or from pharmaceutical manufacturers promoting over-the-counter medicines, dietary supplements, and prescription drugs; campaigns must be appropriately age targeted and adhere to all federal and local advertising laws</td>
</tr>
<tr>
<td></td>
<td>Political</td>
<td>Ads that are used for the purpose of appealing, directly or indirectly, for votes or financial or other support in any election campaign</td>
</tr>
<tr>
<td></td>
<td>Publisher Promotions &amp; Subscriptions</td>
<td>Ads that promote publisher specific subscriptions, channels, or promotions of their content</td>
</tr>
<tr>
<td></td>
<td>Religious</td>
<td>Ads that promote religious and spiritual products (for example, décor, books, music, greeting cards, jewelry) and organizations (for example, singles groups, camps, schools)</td>
</tr>
<tr>
<td></td>
<td>Restaurants</td>
<td>Ads that promote restaurants or eateries including quick-service restaurants (QSRs), take-out, and food delivery services</td>
</tr>
<tr>
<td></td>
<td>Retail</td>
<td>Ads that promote retail stores and goods (for example, department, grocery, or convenience stores)</td>
</tr>
<tr>
<td></td>
<td>Surveys</td>
<td>Ads that outline questions where the users response is captured</td>
</tr>
</tbody>
</table>
Ad Backfill Settings

Backfill allows you to fill any unsold ad inventory in your channel or in your articles with ads placed by Apple. You’ll keep 70 percent of the revenue for all backfill ads served in your content. Backfill will be automatically turned on 48 hours after you’ve linked your channel to App Store Connect.

Apple News+ publishers can select different backfill options for free users and Apple News+ subscribers. The following options are available for backfill.

- Turn ad backfill on or off.
- Turn pre-roll video backfill on or off.
- Turn outstream video backfill on or off.

Note that if you want to maximize potential ad revenue, you shouldn’t exclude any ad types.

If you’d rather sell your own ads exclusively, turn off backfill on Workbench.

Ad Backfill Status

Backfill status for your channel is pending if either of the following is true:

- It’s been less than 48 hours since you linked your channel to App Store Connect.
- It’s been less than 48 hours since you added a new channel to App Store Connect.

Turn backfill on or off to update your status from pending. If unchanged, your backfill setting status automatically changes to On after 48 hours.

Ad Backfill and Content Rating

All channels are categorized with one of the following content ratings: General, Mature, or Kids. All backfill ads are served within channels flagged as General. If your channel is flagged with a Mature content rating, you’ll only receive backfill ads that are deemed appropriate for a mature audience. If your channel is flagged with a Kids content rating, you’ll only receive backfill ads that are COPPA (Children’s Online Privacy Protection Act) compliant and deemed appropriate for Kids content.
Campaign Creation/Management

Use Workbench to create and manage ad campaigns running on Apple News.

Create a Campaign

When you sign in to Workbench, you'll see a list of your ad campaigns on Apple News that are being set up to run, are currently running, or have ended.

To start a new ad campaign follow these steps:

1. Sign in to Workbench using your Apple ID.
2. Click Create Campaign.
3. Enter a name for your campaign and a reference number (optional).
4. Enter the advertiser's name.
5. Select the campaign's category and subcategory.
   Note that the ads you assign to this campaign must match the campaign category and subcategory for Apple to approve the campaign.
6. Enter the campaign frequency cap. This is the maximum number of times the campaign is shown to the same person on any day. Frequency caps can be set to anywhere from 1 - 20 ad views, over an hourly, daily, or weekly duration. The default setting is unlimited.
   • Hourly and weekly duration are based on a user's local time.
   • Daily duration is based on UTC time zone, not a 24-hour period.
   • In Workbench, the default is campaign frequency cap setting is unlimited.
   • Note that frequency cap is an optional custom setting at the campaign level. A campaign could run the risk of being under-delivered if this setting is applied. If the campaign frequency cap is customized, and is lower than than line frequency cap, then the campaign frequency cap will be applied. Forecasting takes into account the frequency cap settings of an individual line or the campaign, depending on which is lower, but not all lines within the campaign. Additionally, frequency capping at the campaign level only applies for standard line deliveries. It doesn’t apply for takeover line deliveries.
7. Select the campaign time zone where you want the campaign to run. If you don’t select a time zone, your account’s default time zone will apply.
   Note the time zone you select for a campaign cannot be changed after the campaign starts running.
8. Click Save or Next.

When you first set up an ad campaign, specify lines. This can include target audiences and ad types. You’ll then need to specify the ads. If you don’t already have ads for the campaign, you need to create ads and submit them to Apple for approval.

Edit Campaign Details

On the Campaign Management page, you can click a campaign name to view the summary for that specific campaign. You can also click the gear icon next to the name of the campaign to pause, edit, or view campaign analytics for that campaign. On the Campaign Summary page, you can review the specific targeting or ad details.
Search or Browse for a Campaign

Type the campaign name in the search field. As you type, a list of matching campaigns will display. You can also sort your campaigns by whether or not they’re running. If a campaign isn’t running, you can browse for it by the following additional subcategories.

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>You saved the campaign, but haven’t submitted it for approval yet.</td>
</tr>
<tr>
<td>Running</td>
<td>Your campaign was approved and is live.</td>
</tr>
<tr>
<td>Not Running</td>
<td>Any of the following could be true for this status.</td>
</tr>
<tr>
<td></td>
<td>• You submitted the campaign, but it hasn’t been approved yet.</td>
</tr>
<tr>
<td></td>
<td>• You submitted the campaign, but none of your ads were approved by Apple.</td>
</tr>
<tr>
<td></td>
<td>• Your campaign was approved, but it hasn’t started running yet.</td>
</tr>
<tr>
<td></td>
<td>• The campaign was paused after it started running.</td>
</tr>
<tr>
<td></td>
<td>• Your account has been suspended, either because of nonpayment, or because</td>
</tr>
<tr>
<td></td>
<td>you have no valid credit card on file.</td>
</tr>
<tr>
<td>Completed</td>
<td>Your campaign was live and has finished running.</td>
</tr>
</tbody>
</table>

Campaign Submission

Once you’ve finished setting up your campaign, the campaign summary will display. You can make changes before submitting your campaign.

To submit your campaign, click Submit at the bottom-right corner of the Campaign Summary page. Your campaign will be submitted automatically for ad review. Your ads will be reviewed by Apple for appropriate content and language. Approval takes up to two business days.

When your ads are approved, the campaign status changes from Pending to Ready. On the date your campaign begins, the status changes to Running. When the campaign ends, the status changes to Completed.
Line Creation and Management

A line consists of details including ad types, targeting criteria, country, and flight dates. A campaign can consist of just one line, or multiple lines if you have several audiences you want to reach.

Create Lines

Once you’ve created a campaign, you can then start creating line(s) for the campaigns under the Line Summary page. If a line targets fewer than 5,000 users, the line won’t run and can’t be saved.

1. Choose Create Line.
2. Enter a name for this line.
3. Select the line type that you want to create.
   - Standard: Apple delivers the number of viewable impressions you specify.
   - Takeover: Apple delivers ads to all available inventory that meets your criteria.
4. Select an available ad type, based on the line type that you have selected.
   - Banners
   - Large Banner (Direct Response Template)
   - Interstitial
   - Native Sponsored Content
   - Outstream Video
   - Pre-Roll Video
5. Select the available ad formats that you want to associate with this line type.
   - Standard
   - Double Banner (Includes Subscription Template)
   - Large
   - Large Banner (Direct Response Template)
   - Medium Rectangle (MREC)
   - Interstitial
   - Sponsored Content (Native)
   - IAB 300x250
   - IAB 320x50
   - IAB 320x320
   - IAB 300x600
   - IAB 728x90
   - IAB 970x250
   - Outstream Video
   - Pre-Roll Video
6. Select the available ad position that you want to associate with the line type.
   - In-feed
   - In-article
   - Between articles (Interstitial only)

Note that for Apple News+ content, the only two available ad positions are in-article and in between articles (interstitial ads).
7. You can alter the available targeting criteria for this line. To target your ad to specific audiences, click the “+” icon next to Audience Segments. Publishers can choose to include or exclude either Publisher Segments or Custom Segments. Additionally, more targeting parameters will be available to further refine your audience.

8. Specify the flight dates for this line.

9. Enter the number of viewable impressions (Impression Goal) you want your line to achieve, then click Check Inventory. This will display the estimated amount of available inventory.
   - If there isn’t enough available inventory to meet your impression goal, you can still reserve as much inventory as you’d like, but meeting your impression goal will be unlikely for that line or any line competing with it.
   - To learn more about inventory forecasting, see Inventory Forecasting.
     Note that to ensure full delivery of the line, your impressions goal shouldn’t exceed available inventory. You must also reserve inventory for each line you create, or the line is considered a test line and won’t run.

10. Set a frequency cap (the maximum number of times a day the user will see your ads) for the line. Frequency cap can be set to anywhere from 1 - 20 ad views, over an hourly, daily, or weekly duration.
    - Hourly and weekly duration are based on a user’s local time.
    - Daily duration is based on UTC time zone, not a 24-hour period.
    - In Workbench, the default is campaign frequency cap setting is unlimited.
    Note that the line frequency cap is applied if it’s set to a lower frequency than the campaign frequency cap. Forecasting takes into account the frequency cap settings of an individual line, not all lines, unless the campaign frequency cap is applied.

11. Adjust the priority level to the line only if needed.
    Adjusting the priority level from the default value could result in under-delivery for any booked lines. A line’s priority level defines the order in which it’s delivered. Higher-priority lines are delivered before lines with lower priority. Lower priority lines are only eligible to serve when all higher priority lines are fully on pace.
    The number spread you assign doesn’t impact how much that line is prioritized, this feature is to allow you to assign priority to up to 100 different lines. One is the lowest priority; 100 is the highest priority.
    For more details on options to prioritize delivery, see Campaign Priority.

12. To track the line’s viewable impressions and confirmed clicks using third-party vendors (such as Google or Atlas), click Show Third-Party Tracking, then type the tracking URLs assigned by your vendor. The same URL can’t be used to track impressions and clicks. See Third-Party Tracking.

13. If you’ve already created an ad for this campaign, assign one or more ads to the line. Otherwise click Save or Next.

Edit Line Details

On the Line Summary page, you’ll see the various lines that you’ve set up for your campaign. By clicking the gear icon next to the name of the line, you’ll be able to pause, edit, or duplicate that specific line.
Associate an Ad to a Line

In order for a campaign to run on Apple News, each line of the campaign must have an ad assigned to it. There are two ways to achieve this on Workbench.

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit Line</td>
<td>On the Edit Line page, you can associate this line with the ad(s) you’ve created for this campaign. An ad could be greyed out because it’s not available to be assigned to this line. This usually means that ad type doesn’t match the criteria for this line setup. In order to run this line, you’ll need to create a new ad or edit the existing one to match the criteria for this line setup.</td>
</tr>
<tr>
<td>Create Ad</td>
<td>On the Create Ad page, you can associate the ad that you’ve created with the line(s) you’ve already set up for this campaign. A line could be greyed out because it's not available to be assigned to this ad type. This usually means that the line has a creative type or a device type that doesn’t match the criteria for this ad type. In order to run this ad, you’ll need to create a new line or edit the existing one to match the criteria for this ad type.</td>
</tr>
</tbody>
</table>
Ad Creation and Management

There are three primary ad types that you can create for Apple News: Display banners, sponsored content, and video ads. For full requirements of the different ad formats, refer to the Ad Specifications for Apple News. All campaign creative must comply with the Advertising on Apple News Content Guidelines, along with all applicable federal, state, local, provincial, and, if applicable, foreign country laws or regulations.

Create an Ad (Creative)

Once you've created a campaign and have created at least one line, you can then start setting up an ad for the campaign under the Ad Summary page.

1. Choose Create Ad.
2. Enter an Ad Name.
3. Select Ad Language (for publishers in Canada).
4. Select a Creative Type:
   - Standard
   - Double
   - Large
   - Large Banner (Direct Response Template)
   - Sponsored Content (Native)
   - Interstitial
   - Medium Rectangle
   - Pre-Roll Video
   - Outstream Video
   - IAB 300x250
   - IAB 320x50
   - IAB 320x320
   - IAB 300x600
   - IAB 728x90
   - IAB 970x250
5. Select the Target Device (iPhone, iPad, Universal) for where you want the ads to appear.

   Note that “Universal” is only available as an option for double banner (subscription template), large banner (direct response template), outstream video, and pre-roll video.
6. Select a Creative Source. Creative Source is dependent on your selections for Creative Type and Target Device. The following are the options.
7. Select an Ad Destination. You’ll need to set an ad destination if you’ve selected From My Desktop as the creative source. The following are the options available:
   • Website
   • iTunes Download (apps, movies, music, or TV)
   • News Deep Link
   • Subscription
   • News Issue
   • Apple News+ Subscription (available to Apple News+ publishers)

8. Review your ad in the Ad Preview section. For additional details, see Ad Preview.

9. Include additional third-party ad tracking URLs (optional). For details, see Third-Party Ad Tracking.

10. Associate your ad to a line. For additional details, see Associate an Ad to a Line.

11. Click Save or Next.

### Ad Destinations

An ad destination is a link that will enable Workbench to track taps and report some conversions within the Apple ecosystem. All banner and sponsored content ads must include an ad destination, but are optional for video ads.

To ensure ad destinations work properly on Workbench, consider using Apple Link Maker.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Enter a URL for the website where you want to direct users after they tap your ad. To avoid errors, use mobile or desktop links and not app specific deep links such as “gcmobile” URLs.</td>
</tr>
</tbody>
</table>
iTunes
Enter the app, music, movie, or TV show link (URL) for your content, or copy and paste it from your product page. Only app, album, song, movie, episode, season, URLs are supported.

News Deep Link
Enter the URL for the article or channel that you want to take users to on the Apple News app (for example, https://apple.news/…).

Article ID
The Article ID is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.

To obtain an Article ID you’ll need to preview the article in Apple News Publisher. Use the Article ID as the path of the URL.

In the following example, apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path.
https://apple.news/Agkyw5MsBSCaJXr8T61fKmg

Issue ID
The Issue ID corresponds to a magazine issue that you want to direct users to on the Apple News app.

To obtain an Issue ID you’ll need to preview the issue in Apple News Publisher. Use the Issue ID as the path of the URL.

In the following example, apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path.
https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ

Subscription
Select from the list of available channels.

For Apple News+ Subscription
Apple News+ subscription destinations are available to Apple News+ publishers. URL is auto-populated if selected.

Channel ID
The Channel ID is the channel that you want to direct users to on the Apple News app.

To obtain a Channel ID, you will need to preview the article in Apple News Publisher. Use the Channel ID as the path of the URL.

In the following example, apple.news is the domain and T_9B0wLQpSviXQvBqWnDQng is the path.
https://apple.news/T_9B0wLQpSviXQvBqWnDQng

Ad destinations with special characters must be encoded before saving to Workbench. Refer to the following.

<table>
<thead>
<tr>
<th>Ad Destination Value</th>
<th>Replacement Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;</td>
<td>%3C</td>
</tr>
<tr>
<td>&gt;</td>
<td>%3E</td>
</tr>
<tr>
<td>=</td>
<td>%22</td>
</tr>
<tr>
<td>#</td>
<td>%23</td>
</tr>
<tr>
<td>%</td>
<td>%25</td>
</tr>
<tr>
<td>{</td>
<td>%7B</td>
</tr>
<tr>
<td>}</td>
<td>%7D</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>\</td>
<td>%5C</td>
</tr>
<tr>
<td>^</td>
<td>%5E</td>
</tr>
<tr>
<td>`</td>
<td>%60</td>
</tr>
<tr>
<td>[</td>
<td>%5B</td>
</tr>
<tr>
<td>]</td>
<td>%5D</td>
</tr>
<tr>
<td>~</td>
<td>%7E</td>
</tr>
</tbody>
</table>
Ad Preview

It's recommended that you preview your ad to ensure creative accuracy. There are two ways to preview your ads with uploaded creative.

**On Desktop:** Preview the ad under the Ad Preview section of the Create Ad page. You should click the ads to ensure the behavior is as intended. Depending on your browser settings, previews might not render as intended.

**On iOS Devices:** Preview how the ad will actually render on the Apple News channel feeds and in articles on devices using iOS 10.3 or later. We highly encourage previewing your ad on the intended device(s) for a more accurate depiction. You can also preview ads when your device is set to Dark Mode.

**Steps for previewing ads:**

1. In the Ad Summary or Campaign Summary, click the gear icon next to the ad name and choose Preview Ad on News.
2. In the window that appears, do one of the following:
   - Select Channel Feed, click the menu, and choose a channel.
   - Select In Article and enter an article link.
3. Click Email. This will send an email to the address associated with your account.
4. Open the email on an iOS device and click the link.

For third-party ad tag creatives, you can utilize the [Workbench Ad Tester Tool](#) to preview your ads.

Note that pre-roll and interstitial video ads can't be previewed on Apple News at this time.
Test Ads Utilizing Third-Party Ad Tags

For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester. In order to use the Workbench Ad Tester with a supported iOS device, an iOS profile must first be installed on the device.

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

Install iOS profile for Workbench Ad Tester
1. On Workbench, select Account under your user name.
2. Select the iOS Profile Management tab on the Account Management page. Note that only users with account management permission will be able to access the iOS Profile Management tab.
3. Select Send Profile and enter the information.
4. Click Send to trigger an email with iOS profile download instructions.
5. Open the email on an iOS device and follow the instructions to install the necessary iOS profile.

Use Workbench Ad Tester
1. Open the Workbench Ad Tester page on your desktop browser.
2. Select an Ad Format.
3. Select a Device Group for testing.
4. Paste your ad tag into the Ad Tag 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. Note that 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's no limitation of character count for ad tags when used to Create Ad on Workbench.

iOS versions 12.1.1 and 12.1.2 aren't supported with Workbench Ad Tester.
Targeting

Workbench offers a range of targeting criteria such as demographics, geography, and contextual placement to ensure ads are delivered to those most likely to be interested in them. Workbench uses the term “line” or “line item” for a group of ads with similar targeting within an overall campaign.

Targeting Criteria

The following describes the targeting criteria available on Workbench.

<table>
<thead>
<tr>
<th>Targeting Criteria</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Segments</td>
<td>Audiences that have previously engaged with you or your advertiser’s company, websites, or apps. This also includes users who have shown explicit interest in specific content on Apple News. Refer to Audience Segments for additional details.</td>
</tr>
<tr>
<td>Apple News+ Subscriber Status</td>
<td>All Apple News readers, non-Apple News + subscribers, or Apple News+ subscribers.</td>
</tr>
<tr>
<td></td>
<td>When targeting Apple News+ subscribers, you’ll only reach subscribers who haven’t enabled Limit Ad Tracking (LAT).</td>
</tr>
<tr>
<td></td>
<td>When targeting non-Apple News subscribers, your ads can serve to users if they have LAT Off, as well as to users with LAT On if running iOS 12.4 or later. Non-Apple News+ subscribers using iOS 12.3 or earlier aren’t eligible to receive ads if they have LAT On.</td>
</tr>
<tr>
<td></td>
<td>Note that this feature is only available to publishers participating in Apple News+.</td>
</tr>
<tr>
<td>Channels And Sections</td>
<td>Channels and sections of Apple News that you want your ads to display.</td>
</tr>
<tr>
<td>Issues</td>
<td>Issue ID is free-form text corresponding to the magazine issue that you want to use for targeting. The Issue ID is obtained by previewing the article in Apple News Publisher. The Issue ID of an article is the path of the URL.</td>
</tr>
<tr>
<td></td>
<td>In the following example, apple.news is the domain and IXON4qkAbRyCvIRPmyX7gzQ is the path.</td>
</tr>
<tr>
<td></td>
<td><a href="https://apple.news/IXON4qkAbRyCvIRPmyX7gzQ">https://apple.news/IXON4qkAbRyCvIRPmyX7gzQ</a></td>
</tr>
<tr>
<td>Age</td>
<td>Specific age ranges available depend on the country selected. For specific restrictions, refer to Age-Restricted Ad Categories For Campaigns.</td>
</tr>
<tr>
<td></td>
<td>Note that “Unknown” is a data segment of the iTunes user population that haven’t been associated with a specific range or grouping. For example: “18-20,” “21-24,” “male,” “female,” and so on. In order to target an “Unknown” age or gender, at least one additional age range or gender must also be targeted.</td>
</tr>
<tr>
<td>Gender</td>
<td>The gender you want to target (male, female, or both). This category includes unknown users and users who have opted out. Note that &quot;Unknown&quot; is a data segment of the iTunes user population that haven’t been associated with a specific range or grouping. For example: “18-20,&quot; “21-24,&quot; ”male,&quot; ”female,&quot; and so on. In order to target an &quot;Unknown&quot; age or gender, at least one additional age range or gender must also be targeted.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Geography</td>
<td>The geographical area that this line should serve in. Options depend on the country selected (for example, in the U.S., the city and zip code are available parameters).</td>
</tr>
<tr>
<td>Devices</td>
<td>The Apple device class (iPhone/iPod touch or iPad/Mac) available to target.</td>
</tr>
<tr>
<td>Key Value Pairs (both inclusion and exclusion)</td>
<td>Apple News Format content that have been marked up using metadata properties. You can enter multiple key value pairs for targeting. When using multiple key value pairs, the following rules apply. - If you select <strong>and</strong>, then only articles that match all of the key value pairs entered will run the line. - If you select <strong>or</strong>, then any article that has one or more of the key value pairs that you entered will run the line. - The accepted characters for specifying key value pairs are: A-Z: uppercase A to Z a-z: lowercase a to z 0-9: numeric value -_: hyphen or minus sign <em>:</em> underscore <em>:</em> blank space</td>
</tr>
<tr>
<td>Articles</td>
<td>Article ID is free-form text used to identify an article that you want to use for targeting. The Article ID is obtained by previewing the article in Apple News Publisher. The article ID of an article is the path of the URL. In the following example, apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path. <a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a></td>
</tr>
<tr>
<td>Scheduling</td>
<td>The days and times that ads should appear to users, based on user’s local time. Campaign flight dates and times are in UTC/GMT by default. Time zones can be edited for each campaign during campaign setup. You can adjust the default campaign time zone for your organization within account settings on Workbench.</td>
</tr>
</tbody>
</table>

**Limit Ad Tracking (LAT)**

When a user enables LAT, Apple News doesn’t receive any user information about them. That means ads can’t be targeted based on age, gender, and iTunes preferences. Apple News does, however, recognize the home location (country or region) of a user with LAT On enabled.

When targeting Apple News+ subscribers, users won’t be served the targeted ads if they have LAT enabled on their devices. But if you choose to target Apple News users who haven’t subscribed to News+ (non Apple News+ subscribers), your ads can serve to these users if they have LAT Off, as well as to users with
LAT On if running iOS 12.4+ or later. Non-Apple News+ subscribers on iOS 12.3 or earlier aren’t eligible to receive ads if they have LAT On.

**Canada Language Compliance**

For any backfill ads served in French articles and French For You feeds, based on iTunes accounts that are registered in Quebec, resellers must provide a French language version of any ads running. Resellers will select the content language which the ad will serve into (French, English, Both) and then in the ad selection, tag creative French or English and the platform will serve according to the device language preference. Selecting “Both” languages, then non-Quebec users can receive ads in either English or French language.
Audience Segments

You have the ability to include or exclude publisher segments or custom segments for your campaigns on Apple News. Audience segment targeting can't be combined across the segment types per Apple policy.

Audience Segment Types

Audience segments are defined groups of users who have previously interacted with your content on Apple News or that you have defined. For more effective forecasting, you can choose either Publisher or Custom Segments.

Publisher Segments

Apple creates publisher audience segments from all users who read or follow your content. If you're an Apple News publisher, the following segments are created for you automatically.

<table>
<thead>
<tr>
<th>Publisher Segment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>All publishers can include or exclude users who have shown explicit interest in your content on Apple News through reading your content or following your channels.</td>
</tr>
<tr>
<td>Subscription</td>
<td>Select publishers can include or exclude users who have subscribed to your content via Apple News.</td>
</tr>
<tr>
<td>Notifications</td>
<td>Apple News publishers can send push notifications to followers who have opted in to receiving these messages. Segments of this type will enable you to target towards or away from users who have opted in to receive these messages.</td>
</tr>
</tbody>
</table>

Custom Segments

You create custom audience segments from users who meet criteria you specify. For example, readers who registered on your website.

Custom segments contain first-party audience data that you’ve collected to identify users who have interacted directly with you or your services (for example, users who have registered on your website). This data can be provided to Apple as lists of IDFAs (Identifier for Advertising), email addresses, or phone numbers.

Any segment names that include sensitive topics such as personal medical information, racial or ethnic origins, religious beliefs, or sexuality are prohibited.

Note that custom audience segments must come from first-party data. IDFAs target specific iOS devices; each device has its own unique and anonymous IDFA. Data or segments based on sensitive topics such as personal health or medical information are prohibited. HealthKit or HomeKit APIs data are also prohibited from use for creating custom segments.
Set Up Custom Audience Segments

To set up a custom audience segment(s):

1. Click your account name at the top right of the page and choose My Audiences.
2. On the Custom Segments tab, click Add Segments.
3. Select the type of audience information you’re matching: IDFA, email, or phone number.
   - If you chose IDFA, type the app’s Apple ID or App Store URL. This enables the matching of the IDFAs to the app developer.
   - If you choose to create segments based on emails or phone numbers, you’ll be prompted for the segment owner name (advertiser), which will appear on the ad transparency page.
4. Enter the number of segments you want to add.
   Note that a Workbench account can have up to 500 segments of each match type (IDFA, email, and phone). The number of segments you have remaining will be displayed.
5. Click Add.

New segments will be added to the table shown under the Custom Segments tab on the My Audience page. These will appear at the bottom or top of the list depending on your sorting selection. To check status of data files or segment creation, click on the Segment ID.

Add or Remove Users from a Custom Segment

You can add or remove users from your custom audience segments by uploading a plain text (.txt) file that contains the users you want to add or remove. The file must include an Identifier for Advertising (IDFA), an email address, or a phone number for each user you want to add or remove.

To add/remove users from a custom segment:

1. Click your account name at the top right of the page and select My Audiences.
2. Go to the Custom Segments tab.
3. Select a segment and click Add Users or Remove Users. You can edit only one segment group at a time.
4. Click Browse and select the file that contains the users you want to add or remove from this segment.
   Refer to specific details on file formatting for custom segments.
5. Agree to the terms and conditions (if you’re adding users), then click Add or Remove.
6. Click Done.
File Formatting for Custom Segments

The file you upload for custom audience segment(s) must meet the following specifications and not include any extraneous information.

- The file must be in plain text (.txt) format which will be converted to SHA-256 hashed IDFA or email or phone address segments.
- The file must contain one record per row, with no leading or trailing characters or spaces.
- The file must include an IDFA (Identifier for Advertising), an email address, or a phone number for each user you want to add or remove. (IDFAs target specific iOS devices; each device has its own unique and anonymous IDFA).
- The file must not contain raw Personally Identifiable Information (PII). Segments based on sensitive criteria (such as personal health or medical information) aren’t supported.
- Do not mix IDFA (Identifier for Advertising), email, and phone in the same segment list. The file must contain only one match type (IDFA, email address, or phone number). Combining multiple match types in the same file isn’t supported at this time.
- If you’re editing or adding users to an existing segment, the match type in the file must be the same as the segment’s match type.
- Each IDFA, email address, or phone number must be in a separate row (or entry). For example:
  
  IDFA1
  IDFA2
  IDFA3

- The plain text (.txt) formatted file can include up to 100,000 rows.

You can upload as many plain text (.txt) formatted files as needed. It can take up to seven days for Apple to match users with segments. When the matching process is complete, the number of available users is updated and displayed on Workbench. The original uploaded file is deleted from Apple servers.

After a file is uploaded, the IDFA, email address, or phone number values in the file are hashed, converting the file to a secure format. By using the SHA-256 hashing algorithm, Apple ensures that user data remains anonymous.
Third-Party Ad Tracking

The Apple News and Stocks advertising platform supports secure image-based third-party impression and click tracking (for example, 1x1 tracking pixels). Other types of tracking tags including JavaScript, iFrame, or cookie-based trackers aren't supported.

You can use secure trackers from third-party vendors to track impressions and clicks generated by lines, ads, or both. Campaign-level tracking isn't supported. Only viewable impressions can be tracked.

To add tracking to lines or ads, you need to specify the unique URL for each click or impressions tracker generated by your tracking vendor. You can use up to two trackers for each impression and click at the line or ad level, totaling four URLs per level.

Macros embedded within ad or VAST tags aren't supported and should be removed from tags for use on Apple News. Macros usually begin with a % sign. These will not be expanded and may cause the tag to function incorrectly.

Additional Considerations

- Only secure trackers are supported. All tracking URLs must be HTTPS.
- Third-party attribution tracking isn't supported.
- Third-party tracking results aren't certified by Apple. It's up to the user to validate results.
- Apple isn't responsible for any third-party ad serving fees.
- Click re-directs from affiliate or referral links are permitted.
- View-through conversion tracking or any other cookie-based counting or tracking methods aren't supported.
- Use unique tracking URLs for clicks and impressions. Otherwise, duplicative URLs could result in double counting in your reports.
- Click tracking is only supported for ads with tap destinations. Non-tappable ads aren't supported.
- To help preserve user privacy, Apple uses proxy servers to route all ad data. This means services attempting to determine users' geographic location based IP addresses may not be accurate. We recommend not using third-party reports to verify location.
- Differences in reporting times and other factors can also create discrepancies between metrics reported by third-party vendors and those reported by Apple.
- Apple reserves the right to prevent the use of any trackers that violate our policies.
- Apple doesn't allow tags that exhibit malicious behavior. In addition, attempts to do any of the following will be blocked:
  - Setting cookies
  - Collecting any data other than impression or click counts
  - Fourth-party tracking
  - Third-party attribution
Cache Busting

Apple News and Stocks don't require cache busting because our proxy doesn't enable caching. Apple supports the use of a special macro, [RND], to generate a timestamp based string. If your third-party tracking vendor requires each call to be unique, replace the values timestamp or cachebuster in your tags to utilize this macro. Speak to your tracking vendor if you're unsure about the need to use the [RND] macro.
Third-Party Ad Tags

All ad tags must adhere to Ad Specifications for Apple News and be MRAID compliant. Check with your creative vendor if you encounter any issues.

Third-party ad tags should only be used for creative rendering on Apple News. Any use beyond the display of advertising, such as the creation or operation of an ad network is strictly prohibited, is subject to review by Apple, and may be removed at its sole discretion.

Using third-party ad tags through Workbench may result in higher than expected third-party ad serving costs due to differences between Apple standards and other third-party reporting metrics. You’re responsible for any fees charged for third-party ad serving.

Third-party interstitial ads should be coded as banners rather than typical MRAID interstitials. The Apple News Ad SDK will always return inline when the MRAID.getPlacementType method is called. Interstitial banner ads on Apple News don’t have a standard close button to exit out of the ad experience. Users can exit out of the interstitial ad on the Apple News app by swiping left or right to the next article.

Supported Ad Formats

- Standard banner
- Double banner
- Large banner
- Medium Rectangle (MREC)
- IAB 300x250 banner
- IAB 320x50 banner
- IAB 320x320 banner
- IAB 300x600 banner
- IAB 728x90 banner
- IAB 970x250 banner
- Pre-roll video and outstream video ads can utilize third-party VAST Tags on iOS 11.3 and above.
- Interstitial banner

Google Ad Manager 360 supports ad tags for ad formats listed above.
Supported Third-Party Ad Tag Vendors

Only ad tags designated for Apple News from supported vendors can be saved on Workbench. Fourth-party tracking tags aren’t supported.

The following third-party ad tags are supported.

• Bonsai
• Celtra
• Dianomi
• Google Campaign Manager
• Polar
• ResponsiveAds

You can use Google Ad Manager 360 to traffic all supported third-party ad tags.

The Apple News ad platform supports VAST requests and will properly extract the media file URLs and tracking pixel URLs. This list of media URLs will be cached for each tag to improve performance. Tracking URLs aren’t cached.

Additional considerations when utilizing VAST tags for Apple News:

• Only linear ad and skippable linear ad are supported.
• Companion ads, overlay (non-linear) ads, and ad pods aren’t supported.
• Only VAST 2.0 and 3.0 are supported.
• VPAID isn’t supported currently.
• On Apple News, only progressive loading is supported for VAST tags.
• The use of VAST tags is only supported for devices running iOS 11.3 and later

Supported VAST Vendors

The following VAST tags vendors are supported.

• Celtra
• Flashtalking
• Innovid
• Kargo
• Sizmek
• Teads
• Transmit.Live
• Unruly
VAST Tracking Events

The following VAST tracking events are supported by the Apple News app:

<table>
<thead>
<tr>
<th>Event</th>
<th>Action When Fired</th>
</tr>
</thead>
<tbody>
<tr>
<td>creativeView</td>
<td>The first few video frames are loaded.</td>
</tr>
<tr>
<td>start</td>
<td>The video ad starts to play.</td>
</tr>
<tr>
<td>firstQuartile</td>
<td>The video reaches 25 percent of time played.</td>
</tr>
<tr>
<td>midpoint</td>
<td>The video reaches 50 percent of time played.</td>
</tr>
<tr>
<td>thirdQuartile</td>
<td>The video reaches 75 percent time played.</td>
</tr>
<tr>
<td>complete</td>
<td>The video completes.</td>
</tr>
<tr>
<td>mute</td>
<td>The user taps to mute sound.</td>
</tr>
<tr>
<td>unmute</td>
<td>The user taps to unmute sound.</td>
</tr>
<tr>
<td>pause</td>
<td>The user taps to pause playback.</td>
</tr>
<tr>
<td>resume</td>
<td>The user taps to unpause playback.</td>
</tr>
<tr>
<td>fullscreen</td>
<td>The user taps to enter fullscreen mode.</td>
</tr>
<tr>
<td>exitFullscreen</td>
<td>The user taps to exit fullscreen mode.</td>
</tr>
<tr>
<td>skip</td>
<td>The user taps to skip the ad.</td>
</tr>
<tr>
<td>progress</td>
<td>When playback reaches the seconds of duration specified in the event.</td>
</tr>
</tbody>
</table>

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 include:

<table>
<thead>
<tr>
<th>Supported MRAID 1.0 methods</th>
<th>Supported MRAID 1.0 events</th>
</tr>
</thead>
<tbody>
<tr>
<td>addEventListener</td>
<td>error</td>
</tr>
<tr>
<td>close</td>
<td>ready</td>
</tr>
<tr>
<td>expand (two part only)</td>
<td>stateChange</td>
</tr>
<tr>
<td>getExpandProperties</td>
<td>viewableChange</td>
</tr>
<tr>
<td>getPlacementType</td>
<td></td>
</tr>
<tr>
<td>getState</td>
<td></td>
</tr>
<tr>
<td>getVersion</td>
<td></td>
</tr>
<tr>
<td>isViewable</td>
<td></td>
</tr>
<tr>
<td>open</td>
<td></td>
</tr>
<tr>
<td>removeEventListener</td>
<td></td>
</tr>
<tr>
<td>setExpandProperties</td>
<td></td>
</tr>
<tr>
<td>createCalendarEvent</td>
<td></td>
</tr>
</tbody>
</table>
Ad Unit Development Constraints

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.

Paths
All paths to resources that the ad loads must be absolute (complete) URLs. Relative paths aren’t supported.

SSL serving is required. All tags, resources, assets, and URL calls must be SSL compliant.

Framework
Custom close buttons aren’t supported for expanded units. Apple will supply a standard close button displayed in the upper right corner of the expanded ad unit.

Note that iframes aren’t part of the MRAID spec and therefore aren’t supported. Using iframes will result in a failed ad load. The MRAID object is only accessible via the document’s mainframe.

Taps and Clicks
Taps are supported using MRAID.open method or anchor tags <a href>.

window.location and window.location.protocol aren’t supported, as there is no base URL provided to the frame. Use of window.open will cause clicks to fail.

Thresholds
A maximum of 100 requests per impression is allowed, including all pixels, JS, image, and so on. All requests beyond the limit will be ignored.

Orientation and Rendering
A single ad tag will be used to render all display orientations on devices (iPhone, iPod, iPad). Each ad tag needs to be written to detect changes in container size for it to render properly. Workbench requires unique ad tags for iPhone and iPad. It’s recommended that you preview your ad on the appropriate device(s) to ensure it’s rendering and behaving as expected.

In-Banner Features

To optimize for the best user experience as well as ensure security and privacy, some device features are blocked by the Apple News Ad SDK. The following features are supported for Apple News:

<table>
<thead>
<tr>
<th>Supported in-banner features</th>
<th>Unsupported In-Banner Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5 JS/ CSS Animation</td>
<td>Accelerometer</td>
</tr>
<tr>
<td>Tap: Activates a control or selects an item</td>
<td>Gyroscope</td>
</tr>
<tr>
<td>Flick: Scrolls or pans quickly</td>
<td>In-banner forms</td>
</tr>
</tbody>
</table>
| Drag: Move an element from side to side or drag an element across the display banner’s interaction space | • Tap to SMS/call/email  
• Camera access  
• In-banner video/audio  
• Device location |
Supported Macros

The following are macros supported for Workbench:

<table>
<thead>
<tr>
<th>Macro</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>%%cachebuster%%</td>
<td>Replaced with a random number for cache busting.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_CHANNEL_NAME%%</td>
<td>Replaced with the channel name.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_CHANNEL_ID%%</td>
<td>Replaced with channel ID.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_CAMPAIGN_NAME%%</td>
<td>Replaced with campaign name.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_CAMPAIGN_ID%%</td>
<td>Replaced with campaign ID.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_LINEITEM_NAME%%</td>
<td>Replaced with the line name.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_LINEITEM_ID%%</td>
<td>Replaced with the line ID.</td>
</tr>
<tr>
<td>%%APPLE_NEWS_CREATIVE_SIZES%%</td>
<td>Replaced with the width and height the ad format is expected to return.</td>
</tr>
<tr>
<td></td>
<td>This macro can return more than one value if the dimension of portrait and</td>
</tr>
<tr>
<td></td>
<td>landscape units are different.</td>
</tr>
</tbody>
</table>

Whitelisting

Ads requested by Apple News will be routed through an Apple-hosted proxy server for privacy purposes. This means that all ads served on Apple News will come from an Apple IP address. Therefore, you need to make sure this traffic isn’t identified as bots or DDOS by your servers. The ideal way to solve this is to whitelist all IP addresses beginning with 17 (e.g. 17.*.*.*), which are all owned by Apple.

Test and Preview Third-Party Ad Tags

For ads utilizing any third-party ad tags, we recommend testing your ads with the Workbench Ad Tester. In order to use the Workbench Ad Tester with a supported iOS device, a specific iOS profile must first be installed on the device. See Test Ads Utilizing Third-Party Ad Tags.

On Workbench, you can send yourself a link of your ad creative to open and review on the device being tested. Click your ad in preview mode to ensure your MRAID implementation is behaving as expected. Workbench will run a code check to flag any potential issues during the preview process. For example, the error “Potential Uncertified Features” means Workbench is calling out any features or implementations that Apple hasn’t certified to work on Apple News.
Third-Party Reporting Metrics

Apple bases its campaign delivery and pacing on viewable impressions. There may be variances when comparing third-party reporting metrics because viewability standards vary among third-party vendors. Requested impressions may be more closely aligned with a third-party vendor’s standard impression metric since it’s based on the initial request, and not Apple’s viewability standards.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewable impressions</td>
<td>When 100% of the banner is fully displayed on-screen for one second or more.</td>
</tr>
<tr>
<td>Requested impressions</td>
<td>When an initial request is made through the Apple proxy to a third-party server.</td>
</tr>
<tr>
<td>Video impressions</td>
<td>When 50% of the video ad is displayed and playing on-screen for at least two continuous seconds.</td>
</tr>
</tbody>
</table>

Third-Party Ad Checklist

The following is a checklist of key items to remember when utilizing third-party ad tags on Workbench.

- Absolute URLs only
- Apple IPs (17.*) whitelisted or not blocked
- No iframes
- SSL compliant
- All clicks using MRAID.open() or <a href>
- Less than 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
  - Two-part expand
Inventory Forecasting

Workbench provides access to inventory forecasting to assist you with ad sales planning. Apple only delivers and forecasts inventory based on viewable impressions. An impression is considered viewable if all four corners of the ad can be viewed for at least one full second.

Check Inventory

Apple uses the historical traffic on Apple News channels to forecast inventory. When you click Check Inventory, Apple uses the various line attributes (for example, line type, creative type, and targeting) to determine forecasts.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available Inventory</td>
<td>Represents the amount of overall inventory (in impressions) for this set of attributes.</td>
</tr>
<tr>
<td>Total Inventory</td>
<td>Indicates how much of the total supply is available to you after factoring in competing standard and takeover lines.</td>
</tr>
</tbody>
</table>

The following are reasons why your line may not have enough inventory.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Available Impressions</td>
<td>If Total Available Impressions is less than the Total Impression Goal.</td>
</tr>
<tr>
<td>Total Audience Size Is Less Than 5000 Users</td>
<td>Apple privacy rules mandate that you can’t target groups of users where the unique user count is less than 5000. Your count may be less than what’s available, but unless the possible audience is more than 5000 users, the line will not be reserved. You should loosen your line’s targeting parameters to widen the number of users who can be served your ad.</td>
</tr>
<tr>
<td>Failed Smooth Delivery</td>
<td>In some cases, the total available impressions are greater than the total impression goal, but they may not deliver evenly across the flight period. For example, you entered a 10-day campaign for 10,000 impressions. The first six days are completely sold out but all 10,000 impressions can deliver over the last four days of the flight. The system may state that there isn’t enough inventory because running those 10,000 impressions over the four days has higher likelihood of under-delivery than if the 10,000 impressions were available across all 10 days of the flight.</td>
</tr>
</tbody>
</table>
| “We do not have enough data to provide a confident forecast” | You’ll still see a forecast, but the data should be used for directional purposes only. This may happen for the following reasons:  
  • There are too few impressions per day to provide a confident forecast.  
  • The data is inconsistent due to extreme volume fluctuations. |
| Competing Lines                      | When you click Show Competing Lines, the system will show you all the standard and takeover lines which compete with your proposed booking. Clicking on any of these competing lines will open a new tab in your browser. |
Overrides

If you set a line live with an override in place, not only is that individual line in jeopardy of under-delivering, but all of the lines that compete with the override line are also placed at risk of under-delivering. To avoid affecting delivery of competing lines, you can give the overbooked line a lower delivery priority number. By doing so, the ad server will deliver the higher-priority lines first, ensuring the competing lines will still meet their impression goals. The overbooked line will then be free to take remaining impressions.

Campaign Priority

The following features allow you to control the delivery prioritization across all of your ad campaigns.

Reserve Inventory

Reserve Inventory should be selected if you wish for the line to run. Various inventory reservation scenarios can occur.

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory Is Available</td>
<td>• Line is reserved. This line will run. • Line is not reserved. This line is part of your campaign, but won’t run until you formally reserve inventory. You can do this via the Settings (gear icon) or by editing the line itself.</td>
</tr>
<tr>
<td>Inventory Is Not Available</td>
<td>• Line is reserved. This line will run with the risk that it may under-deliver. This will also put any competing line at risk for under-delivery. • Line isn’t reserved. This line is part of your campaign, but won’t run until you formally reserve inventory. You can do this via the gear icon or by editing the line itself.</td>
</tr>
</tbody>
</table>

Note that you must click Submit for all the lines within your campaign to be eligible to run.
## Takeovers

A line item within a campaign can be designated as either a standard line or a takeover line. If the line is a standard line, the line will deliver the impressions that you specify. If the line is a takeover line, then your ads will take all the available space that matches the targeting dimensions, based on the logic described below. For placement of Ad Types within Apple News, see [Ad Formats and Experiences](#).

<table>
<thead>
<tr>
<th>Ad Type(s)</th>
<th>Logic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>Takeover lines can only have Standard, Double, Large Medium Rectangle (MREC), IAB 300x250, IAB 320x50, IAB 320x320, IAB 300x600, IAB 728x90, and IAB 970x250 ads assigned to them.</td>
</tr>
<tr>
<td>Large banner (direct response template)</td>
<td>Takeover lines can only have Large Banner (Direct Response Template) ads assigned to them.</td>
</tr>
<tr>
<td>Interstitial banner</td>
<td>Takeover lines can only have Interstitial Banner ads assigned to them.</td>
</tr>
<tr>
<td>Sponsored content (Native)</td>
<td>Takeover lines can only have Sponsored Content (Native) assigned to them.</td>
</tr>
<tr>
<td>Outstream Video</td>
<td>Takeover lines can only have Outstream Video assigned to them. One Outstream Video ad per user can be served every 45 seconds. In cases where a user has recently seen the takeover ad, a banner ad will be served. For 100 percent share-of-voice, an Outstream Video takeover ad should be accompanied by a matching banner campaign.</td>
</tr>
<tr>
<td>Pre-roll Video</td>
<td>Takeover lines can only have Pre-roll Video ads assigned to them.</td>
</tr>
<tr>
<td>Mixed - takeover line and a standard line of different types</td>
<td>If there’s a takeover line and a standard line of different types (takeover - banner and standard - banner) targeted at the same audience, ads from both lines will deliver in their respective units.</td>
</tr>
<tr>
<td>Mixed - takeover line and a standard line of the same type</td>
<td>If there’s a takeover line and a standard line of the same type (takeover - banner and standard - banner) targeted at the same audience, the takeover line will always serve and the standard line will not serve.</td>
</tr>
<tr>
<td>Mixed - takeover lines of the same type</td>
<td>If there are two takeover lines of the same type targeted at the same audience, the takeovers will, over a period of time, serve roughly equally. However, there’s no guarantee that they will serve exactly equal.</td>
</tr>
</tbody>
</table>
**Reporting**

Workbench offers a wide variety of reporting metrics to help you optimize your campaign performance.

**Time Zones**

Workbench reports all data in Coordinate Universal time (UTC/GMT). You can also change the default campaign time zone for your organization from within Account Settings on Workbench. Time zones can also be edited for individual campaigns during campaign setup.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line Type</td>
<td>If a line is designated as a takeover, the line will attempt to serve in every opportunity that is available. Any other standard line types that are targeting the same audience as the takeover will not serve until the takeover line has delivered in full. Refer to Takeovers for more details.</td>
</tr>
<tr>
<td>Line Priority</td>
<td>If multiple lines of the same Campaign Type and Line Type are booked for the same time period targeting the same audience, the line with the higher-priority will serve first. Lines with lower priorities will only be eligible to serve when all lines with higher priorities are fully on pace.</td>
</tr>
</tbody>
</table>

**Campaign Reporting**

You can review performance data for any of your current and past campaigns on Workbench. Perform the following steps to review your campaign performance data:

1. Sign in to Workbench.
2. Select the Reports tab from the top menu next to the Workbench logo.
3. A table will display your related campaigns. To view detailed data for a campaign, select a campaign name. Data for the campaign will appear in graph and table format.

Refer to Campaign Performance Data for available campaign performance metrics.

**Impressions**

A viewable impression is logged on Workbench when Apple has received confirmation from iOS that 100 percent of the banner was fully displayed on-screen beyond a network-level time threshold of one second. This includes banners that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one viewable impression is counted.

For video ads, an impression is recorded when Apple has received confirmation from an iOS device that 50 percent of the video ad was displayed on screen for at least two continuous seconds. This includes video ads which can move on or off the screen. If a video ad scrolls off screen and back on, an impression will only be recorded if at some point the video was playing for at least two continuous seconds.

**Conversions**

Workbench can only track conversions for ad destinations within the Apple ecosystem. These include:

- App downloads
• Purchases of Apple Music, Movies, or TV shows (purchases through the iTunes Store are supported, purchases through Apple Music or Apple TV apps aren’t)

• News+ subscriptions

Note that Apple Podcasts, Apple Books, and in-app purchases can’t currently be tracked.

Ad destination URLs for apps, Apple Music, Movies, or TV shows are required when creating an ad in Workbench, as outlined in Ad Destinations. When doing so, Workbench will confirm if conversion tracking is available for the selected destination.

Additionally, conversion reporting for campaigns on Workbench requires an image upload for the ad(s). Third-party tags aren’t supported for conversion tracking. If third-party tracking variables are included in links, Workbench will generate an error message and will report on taps. Advertisers can still use a third-party reporting solution to report on conversions for links with tracking variables.

**View Campaign Performance Data**

You can review performance data for any of your current or past campaigns. You can view data for an entire campaign, for individual lines or for individual ads included in a single campaign.

1. Sign in to Workbench.
2. Select the Reports tab from the top menu next to the Workbench logo.
3. You’ll see a list of your campaigns. Click any of the campaign names to view detail performance metrics.
4. Performance data for a campaign will display in graph and table formats. To change which data is displayed in the graph, do either of the following:
   • To display data for a different metric, click the Show menu, then choose a metric.
   • To display data for two metrics at the same time, click the Show menu, then choose a metric. Next, click the Overlay menu and choose a second metric.

Data will typically take up to 90 minutes to update on Workbench. The most recently updated information will be displayed on the lower left corner of the Reporting sections.

**View Line, Ad, Or Device Performance Data**

You can view the performance data for a line, an ad, or a device by following these steps:

1. Sign in to Workbench.
2. Select the Reports tab from the top menu next to the Workbench logo.
3. A table will then display your related campaigns. To view detailed data for a campaign, select a campaign name (Data for the campaign will appear in graph and table formats).
4. To change which data is displayed in the graph:
   • Click the Show menu, then choose a different metric to display data for it.
   • Select or deselect the checkbox associated with a line, ad, or device in the table below the graph to display or hide data for that item. You can display data for up to ten items at a time.
5. To view detailed data for a line or ad, click the item’s name in the table:
   • Click Ads to view data for all ads assigned to the line.
   • Click Devices to view line data by device type.
- Click Conversions to view data about conversions achieved by the ad.
- Click Content Views to view data about content views for the ad.
- Click Video Views to view data about video views for the ad.

Note that to view data for a specific time period, you can use the date fields or click the menu and then choose a time period.

**Campaign Performance Data**

In the performance summaries and details, you can view campaign data for the following metrics. To download data as a CSV file, click Download Report below the date fields on any page.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Viewable Impressions</td>
<td>The number of viewable ad impressions delivered across an entire campaign. Viewability is defined as all four corners of a display or native ad being viewable for one full second.</td>
</tr>
<tr>
<td>Video Impressions</td>
<td>The number of delivered ad impressions for all tappable and non-tappable video ads. Fifty percent of the video must be visible on-screen for two continuous seconds to record an impression.</td>
</tr>
<tr>
<td>Tappable Video Impressions</td>
<td>The number of delivered ad impressions for a video ad with a tappable state.</td>
</tr>
<tr>
<td>Non-Tappable Video Impressions</td>
<td>The number of delivered ad impressions for a video ad with a non-tappable state.</td>
</tr>
<tr>
<td>Unconfirmed Taps</td>
<td>The number of times an ad is tapped. This metric is available per ad through the Performance by Ad report.</td>
</tr>
<tr>
<td>Confirmed Taps</td>
<td>Total number of taps, with ad destination opened for minimum of two seconds.</td>
</tr>
<tr>
<td>Confirmed TTR</td>
<td>Confirmed tap-through rate, or the ratio of confirmed taps to viewable impressions. For example, if 100 users are exposed to an ad banner and the banner was tapped five times. If during each of those five times, the tap destination was opened for more than two seconds, the Confirmed TTR would be five percent.</td>
</tr>
<tr>
<td>Conversion</td>
<td>The number of times a specific qualifying event occurred for your ad. Refer to details on qualifying events in Conversion.</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>The number of conversions divided by the number of taps.</td>
</tr>
<tr>
<td>Average Time Spent</td>
<td>The average amount of time (in seconds) that a user engages with an ad. For Sponsored Content (Native) ads, this is the measure of average active time (in seconds) that users spent reading the sponsored article, based upon views that originated from the Sponsored Content (Native) ad.</td>
</tr>
<tr>
<td>Completions</td>
<td>Completions is the number of times a video ad is played through to the end. Quartiles indicates the number of times a specified portion (0-25 percent, 25-50 percent, 50-75 percent, or 75-100 percent) of a video ad is played before the user leaves the ad. The reported data is not cumulative. A video ad play with 100 percent completion will be included in both the 75-100 percent quartile as well as in the Completions bucket. A view that reaches 60 percent will only be attributed to the 50-75 percent completion bucket. It won’t be attributed in the 0-25 percent or 25-50 percent bucket. This is to ensure completion rates aren’t double or triple counted. When a video ad plays to 100 percent completion, it will be included in both the 75-100 percent quartile as well and in the Completions bucket.</td>
</tr>
</tbody>
</table>
Attention metrics on Moat can be measured through viewable impressions delivered within Apple News. This will allow you to independently verify impressions via Moat metrics such as one second fully on-screen and invalid traffic rate.

If you have a Moat account, you can gain access by providing your Org ID (located on Workbench) to your Moat representative who can assist you with access.

### Additional Resources

- Workbench and Google Ad Manager Setup Guide
- Ad Specifications for Apple News
- Workbench Ad Tester
- Advertising on Apple News Content Guidelines
- Apple News Format
- Workbench Terms of Service
- Apple Privacy Policy