



# **News Publisher Advertising Guide**

## **Apple Advertising Platforms on Apple News**

January 2019

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## Getting Started

The Apple Advertising Platforms provides the monetization capabilities on Apple News and the capability to promote apps on the App Store. It is built to ensure easy integration and seamless delivery to various iOS devices.

Only Apple News Format channels and articles are eligible for advertising booked through the systems. All ads created for use on News must follow the requirements of the [Apple Advertising Platforms Content Guidelines](#). RSS content is not eligible.

## Generating Revenue

The following is a breakdown on how much can be made with ad revenue on Apple News through the Advertising Platforms:

- **Direct Sold (100% of the revenue):** You can keep 100% of the revenue generated from ads that you have sold on your Apple News channel(s) and articles.
- **Backfill (70% of the revenue):** Enable Backfill to allow Apple to sell ads in your content and keep 70% of the revenue.
- **Pooled (50% of the revenue):** Earn additional revenue from ads that appear in between articles in the For You/Today feed or in Apple-curated topic feeds such as Fashion or Technology. Apple will share 50% of the revenue from these ads with Apple News Format channels that have signed up to participate. Revenue is allocated based on proportionate time spent by users with each channel's articles.

**Note:** Apple does not apply any ad serving fees.

## Where Will Ads Display?

A variety of display banners, sponsored content, and video ad placement options are available through Workbench for Apple News. Ads can appear in the following places on the News app:

- For You/Today feed
- Topic feeds curated by Apple News (e.g. Entertainment, Travel, Sports, etc.)
- Digest/Spotlight
- Publisher's channels
- Publisher's articles
- Swiping between articles and/or channels
- Top Videos
- Must-See Videos
- News Widget on the Today View (available for Interstitial Video Ads only)

## Setting Up Your Accounts

In order to start trafficking ads on to Apple News, you'll need to first set up the following:

- Set up an Apple Developer Program account. An active Apple Developer Program membership is required to enable advertising on Apple News. Go to <https://developer.apple.com/programs> and click **Enroll**.
- Get access to an [App Store Connect](#) Account. A valid Apple ID that has been authorized for access by your Workbench Administrator is required. If your Org has a designated Team Agent with membership to the Apple Developer Program, the Team Agent can grant you access to App Store Connect. Once enrolled in the Apple Developer Program, you will gain access to an App Store Connect account. This will provide you with tools to manage your agreements, tax, banking information, and sales reports.
- Get access to Workbench: Workbench will provide you access to the tool for managing your ad campaigns on Apple News. Learn more about Workbench. To log into Workbench go to <iadworkbench.apple.com>, type the Apple ID and password associated with your organization's account.

All administrators in your organization's App Store Connect account automatically receive access to the News Publisher tools in Workbench.

**Tip:** To ensure uninterrupted ad services, select the Auto-Renew Membership checkbox in the Membership section of your Workbench account.

## Linking Apple News Channels to App Store Connect

You will need to link your Apple News channel to App Store Connect for access to tools for managing agreements, tax/banking information, and sales reports. The following steps will help you link your Apple News channel to App Store Connect:

1. Go to News Publisher at <https://icloud.com/newspublisher> and sign in using your Apple ID.
2. From News Publisher, click **Advertising**.
3. Click **Enable App Store Connect**.
4. Sign in with the Apple ID you use for your developer account.
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 (because you previously sold other App Store Connect content), 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 will 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 Payments and Financial Reports.

# Ad Formats And Experiences

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

## Available Ad Formats

There are several ad formats for the Apple Advertising Platforms on Apple News. The table below outlines where each ad format can display on Apple News:

Ad Format	For You feed ( <i>Apple inventory</i> )	Apple topic feed ( <i>Apple inventory</i> )	Top Videos And Must-See Videos ( <i>Publisher Inventory</i> )	Publisher channel feeds ( <i>Publisher inventory</i> )	Publisher articles ( <i>Publisher inventory</i> )	Swiping between articles or channels ( <i>Publisher inventory</i> )	News Widget on the Today View ( <i>Apple Inventory</i> )
Standard Banner	n/a	Yes	n/a	Yes	Yes	n/a	n/a
Double Banner	Yes	Yes	n/a	Yes	Yes	n/a	n/a
Large Banner	Yes	Yes	n/a	Yes	Yes	n/a	n/a
Large Banner (Direct Response Template)	Yes	Yes	n/a	Yes	n/a	n/a	n/a
Medium Rectangle Banner (MREC)	n/a	Yes (iPhone only)	n/a	Yes	Yes	n/a	n/a
Interstitial Banner	n/a	n/a	Yes *	n/a	n/a	Yes	n/a
IAB 300x250 Banner	n/a	n/a	n/a	Yes	Yes	n/a	n/a
IAB 728x90 Banner	n/a	n/a	n/a	Yes	Yes	n/a	n/a
Sponsored Content (Native)	Yes	Yes	n/a	Yes	Yes	n/a	n/a
Pre-Roll Video Ads	Yes	Yes	Yes	Yes	Yes	n/a	n/a
Interstitial Video Ads	n/a	n/a	n/a	n/a	n/a	n/a	Yes
Outstream Video Ads	n/a	n/a	n/a	n/a	Yes	Yes	n/a

\* Between Must-See Videos only

To learn more about ad format specifics for the News app, refer to the [Apple Advertising Platforms Specifications](#).



## Post-Tap Ad Experiences

Where do you want a user to go after tapping on your ad? Ads on Apple News can offer a variety of simple “tap-to” experiences for great user engagement results. Ad experiences includes:

- Viewing/reading a publisher's channel or article
- Visiting mobile web sites
- Downloading apps
- Viewing/reading sponsored content on Apple News
- Downloading iTunes content
- Subscribing to a publisher's channel

## Ad Serving Priority

If you have Google Ad Manager enabled on Workbench, refer to the Workbench and Google Ad Manager Setup Guide for ad serving priority.

If you are not using Workbench with Google Ad Manager, Ads will appear in publisher's content in the following order of priority from highest to lowest. Note, you can run both direct-sold ads and backfill in the same campaign.

Priority	Description
Priority 1: Publisher Direct Sold Campaigns	Ads that are sold directly by the publisher.
Priority 2: Reseller Backfill Campaigns	Ads that Apple or its reseller has sold and placed onto a publisher's content if the publisher has enabled backfill.
Priority 3: Publisher House Campaigns	Publisher house ads: Ads that a publisher is using to promote their own content.
Priority 4: Apple House Campaigns	Ads that are non-monetizing campaigns. For example a PSA ad or a News App promotion/ message will serve in the last priority.

## Ad Policy And Brand Safety

All ads created for use on Apple News must follow the requirements of the [Apple Advertising Platforms Content Guidelines](#).

# 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

You can use the [AdvertisingSettings](#) component to leverage dynamic advertising. The AdvertisingSettings object inserts advertisements dynamically between Body, Chapter, Section, or Container components in an article marked up in ANF.

If you are 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: Including one of the advertisement components within your ANF article does not itself guarantee that an ad will appear. Ads may not appear for a variety of reasons. (e.g inventory, pacing, frequency, etc.)

## Considerations for Manually Placed Ads

Manually placing advertisement 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.
- Do not place ad components inside Container, Chapter, or Section components.
- Do not apply Animations, Scenes, or Behaviors to advertisement components.
- Do not mark up your articles to show more than one ad on screen at a time. If there are multiple advertisement components on a single screen, only one will be rendered.
- Do not include ads on the first screen of the content experience. Ads on the first screen of articles will not be rendered.

## Excluding All Ads from Articles

The ads property can be set to "disableAds" on any specific ANF articles where you would 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:** You can also exclude ads from displaying on your Apple News channel(s) by [ad categories](#) or by [key value pairs](#).

# Workbench

Workbench is a self-service tool that can be used to help manage your advertising opportunities on Apple News.

## Workbench Basics

You can utilize Workbench to accomplish the following for your monetization activities on Apple News:

- 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

Workbench is optimized for the following browsers running on macOS 10.8 and higher:

- Safari 11.1 and higher
- Chrome 68 and higher

## Getting Started On Workbench

Before you can get started on Workbench, you will need to:

- [Sign up for an Apple News Format\(ANF\) channel](#) in News Publisher, using your Apple ID.
- [Link your News channel \(or channels\) to your App Store Connect account](#) to receive payment for ads that run in your channels.

Once you have completed the above, you can log on to [Workbench](#) using the Apple ID and password associated with your organization's account. The primary user, that is connected to App Store Connect, can also go into Account Settings on Workbench and invite other users to their Workbench account.

**Note:** Apple ID - The email address you use to access many Apple resources, such as the Apple Online Store, the iTunes Store, the App Store, the Mac App Store, and iCloud. If you've purchased products from Apple online, then you have an [Apple ID](#).

## Additional Resources

- [News Publisher Resources](#)
- [Apple Advertising Platforms Specifications](#)
- [Apple Advertising Platforms Content Guidelines](#)
- [Workbench Ad Tester](#)
- [Workbench Terms of Service](#)
- [Apple Privacy Policy](#)

To learn more about how to monetize on Apple News, you can sign up for a [WebEx training session](#). These monthly training sessions will provide a live demonstration on how to best leverage Workbench and the Advertising Platforms.

# Account and Ad Settings on Workbench

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 this account through Account setting on Workbench.

1. Log on to Workbench
2. Click on Account under your username on the upper right corner
3. On the Details tab, fill in the requested info
4. Set Account Time Zone for what will be used when viewing your campaign reports

**Important:** After you save your account information, your time zone can't be changed

5. Set the default Campaign Time Zone as to where your campaigns will run

**Note:** You can change to a different time zone when you set up a campaign

6. Click **Save**.

## Ad Settings

On Workbench, you can adjust the 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 on [Workbench](#):

1. Log on to Workbench
2. Click on Ad Settings 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 (US, UK, AU) or separately for each region. By default, ad settings are applied at a "Global" level. Meaning that your ad settings will be applied to all regions that your channels are appearing in globally. The following are steps to adjust your ad settings based on specific region(s):

1. Log on to Workbench
2. Click on Ad Settings under your username on the upper right corner
3. Select an associated Apple News Format(ANF) channel
4. Below the name of your ANF channel, click on the drop down 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 on Add a New Setting
  - You can remove ad settings for a region by clicking on Remove a Country Setting

## Ad Format Settings

You can control, through Workbench, which ad formats will display on your Apple News channel/article. By default, all ad formats are enabled in the channel view and in the interstitial placement. Refer to the [Apple Advertising Platforms Specifications](#) to learn more about the available ad formats for Apple News.

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

Keep in mind that ads will not appear inside Apple News Format articles until you include the ad component markup in your articles. Even if you enable ads in Workbench.

## Sensitive Category Exclusion

By default, the following Sensitive Content Categories are selected. Ads will not display in the following News content categories.

- Accidents and Disasters
- Corporate Crime
- Historical Events
- Obesity
- Reckless Endangerment
- War and Unrest

If you opt out of the above exclusions your direct sold ads will serve in those News content categories. This does not apply to backfill ads. Per Apple Policy, no backfill ads will serve in to any sensitive categories. Any edits to the default sensitive categories can take up to 3 weeks to be reflected in inventory forecasting.

## Ad Exclusions

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

**Exclude by ad categories:** Within Workbench ad settings, you have the ability to select from a list of ad categories in which you do not want appearing on your channel. For example, you can choose to exclude any "Automotive" advertisers from your channel. This exclusion method is only applicable for any backfill ads flowing through to your channel.

**Note:** This method only applies to the ad category level. You can not exclude specific advertisers.

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

**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\(s\)](#).

## 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 will keep 70% of the revenue for all backfill ads served in your content. If you would rather sell your own ads exclusively, turn off backfill in Workbench. If you would rather not sell your own ads, you can let your inventory be entirely backfilled.

Backfill will be automatically turned on 48 hours after you have linked your channel to App Store Connect. Backfill can be turned on or off at anytime through Workbench. The following options are available for backfill:

- Turn ad backfill on or off
- Exclude certain sensitive ad content categories from your backfill
- Turn Pre-Roll Video backfill on or off
- Turn Outstream Video backfill on or off

**Note:** To maximize potential ad revenue, do not exclude any ad types.

## Ad Backfill Status

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

- Less than 48 hours ago, you linked your channel to App Store Connect.
- Less than 48 hours ago, you added a new channel to App Store Connect.

To update your status from "Pending" to "On" or "Off," turn backfill to on or off. 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, Kids. All backfill ads are served within channels flagged as "General." If your channel is flagged with a Mature content rating, you will only receive backfill ads that are deemed appropriate for a mature audience. If your channel is flagged with a Kids content rating, you will only receive backfill ads that are COPPA (Children's Online Privacy Protection Act) compliant and deemed appropriate for Kids content.



# Workbench: Campaign Creation/Management

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

## Creating A Campaign

When you log on to Workbench, you'll see a list of your ad campaigns that are either being setup to run on Apple News, are currently running on Apple News, or have already completed their run on Apple News.

To start a new ad campaign, sign in to Workbench using your Apple ID, then click Create Campaigns.

1. Log on to Workbench
2. Click **Create Campaign**.
3. Enter a name for your campaign and an order number (optional).
4. Enter the advertiser's name.
5. Select the [campaign's category and subcategory](#).

**Important:** The ads you assign to this campaign must match the campaign category and subcategory or Apple will reject 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.

**Important:** Frequency capping at the Campaign level does not factor in Line level inventory projections. This is an optional setting at the Campaign level. A campaign could run the risk of being under-delivered if this setting is adjusted. It is recommended to adjust frequency cap at the Line level. Additionally, frequency capping at the Campaign level only applies for Standard Line deliveries. It does not apply for Takeover Line deliveries.

7. Select the time zone where the campaign will run. If you don't select a time zone, your account's default time zone applies.

**Important:** The time zone you select for a campaign can't be changed after the campaign starts running.

8. Click **Save** or **Next**.

When you create a new ad campaign, you first set up the campaign, then specify lines including target audiences and ad types. Refer to Targeting Options. Then specify the ads. If you don't already have ads for the campaign, you must also create ads and submit them to Apple for approval.

## Age-Restricted Ad Categories For Campaigns

Depending on the ad category for your campaign, per Apple Policy, the following restrictions will apply.

Category	Description
US Campaigns	Ad categories for "CPG - Alcohol" and "Gambling" will automatically be set to target users 21yrs or older when you are setting the targeting criteria when creating lines.
UK and AU campaigns	Ad categories for "CPG - Alcohol" and "Gambling" will automatically be set to target users 18yrs or older when you're setting the targeting criteria when creating lines.
For All Regions	<p>Ad categories for "Dating Services" and "Pharmaceutical" will automatically be set to target users 18yrs or older when you're setting the targeting criteria when creating lines.</p> <p>Your campaign will not run in the following ad categories if your targeting criteria for Age is set to Unknown.</p> <ul style="list-style-type: none"><li>• CPG - Alcohol</li><li>• Dating Services - Dating Services</li><li>• Entertainment - Mature Content</li><li>• Gambling - Other</li><li>• Gambling - Sports Betting</li><li>• Gambling - State Lottery</li><li>• Pharmaceuticals - Pharmaceuticals</li></ul>

## Editing Campaign Details

On the Campaign Management screen, you can click on a campaign name to view the summary for that specific campaign. On the Campaign Summary screen, you'll be able to dive deeper into the specific Targeting or ad details. You can also click on the gear icon next to the name of the campaign to pause, edit, or view campaign analytics for that campaign.

## Search Or Browse For A Campaign

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

Status	Description
New	You saved the campaign, but haven't submitted it for approval yet.
Pending	You submitted the campaign, but it hasn't been approved yet.
Ready	Your campaign was approved, but it hasn't started running yet.
Not Ready	You submitted the campaign, but none of your ads were approved by Apple, or your campaign includes incomplete lines.
Paused	The campaign was paused after it started running.
Suspended	Your account has been suspended, either because of nonpayment, or because you have no valid credit card on file.

## Campaign Submission

Once you have finished setting up your campaign, the campaign summary will appear. You can make changes at this point, if needed, before submitting your campaign.

To submit your campaign, click **Submit** at the bottom-right corner of the Campaign Summary page. Your campaign will be automatically submitted for Ad Review. Your ads will be reviewed 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**.

# Workbench: Line Creation/Management

A line will consist of information regarding ad types, targeting criteria, country, and flight dates for your campaign. A campaign can consist of just one line, or multiple lines if you have several audiences you want to reach.

## Creating Lines

Once you have created a campaign, you can then start creating line(s) for the campaigns under the Line Summary page.

**Note:** If a line targets fewer than 5,000 users, the line won't run and can't be saved.

1. Click on **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
  - Interstitial
  - Large Banner (Direct Response Template)
  - Sponsored Content (Native)
  - 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 728x90
  - Outstream Video
  - Pre-Roll Video

**Note:** When using Large Banner (Direct Response Template) for Publisher Promotions & Subscriptions under Campaign Category, the channel targeting must be selected to For You/Today. This is a requirement per Apple policy.

6. Select the available Ad Position that you want to associate with the Line Type.
  - In Feed
  - In Article
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, then select either Publisher Segments or Custom Segments.
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 then 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 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:** 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.

**Note:** Frequency caps applied at the Line level will be included in inventory forecasting.

11. Adjust the priority level to the line if needed. The number spread you assign doesn't impact how much that line is prioritized, this is to allow you to assign priority to up to 100 different lines. 1 is lowest priority, 100 is highest priority. 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. For more information on all the ways you can prioritize delivery, see Campaign Priority.

**Important:** Adjusting the priority level from the default value could result in under delivery for any booked lines.

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. See Third Party Tracking.

**Important:** You can't use the same URL to track impressions and clicks.

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

## Editing Line Details

On the Line Summary page, you'll see the various lines that you have set up for your campaign. By clicking on the gear icon next to the name of the line, you'll be able to edit, duplicate, or delete that specific line.

## Associating 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.

Method	Description
Edit Line	On the Edit Line page, you can associate this line with the ad(s) that 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 does not match the criteria for this line setup. In order to run this line, you will simply need to create a new ad or edit the existing one to match the criteria for this line setup.
Create Ad	On the Create Ad page, you can associate the ad that you've created with the line(s) that 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 is not matching the criteria for this ad type. In order to run this ad, you will simply need to create a new line or edit the existing one to match the criteria for this ad type.

## Workbench: Ad Creation/Management

There are three primary ad types that you can create for Apple News: Display Banners, Sponsored Content, and Video Ads. For full details of the different ad formats and specifications, refer to the [Apple Advertising Platforms Specifications](#).

### Creating An Ad (Creative)

Once you have 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. Click on **Create Ad**.
2. Enter an Ad Name.
3. Select a Creative Type:
  - Standard Banner
  - Double Banner
  - Large Banner
  - Large Banner (Direct Response Template)
  - Interstitial Banner
  - Medium Rectangle Banner (MREC)
  - IAB 300x250 Banner
  - IAB 728x90 Banner
  - Sponsored Content (Native)
  - Outstream Video
  - Pre-Roll Video
4. Select the Target Device (iPhone, iPad, Universal) for where you want the ads to appear.

**Note:** "Universal" is only available as an option for Standard Banner, Double (Subscription Template), Large Banner (Direct Response Template), Outstream Video, and Pre-Roll Video.

5. Select a Creative Source. (Creative Source is dependent on your selections for Creative Type and Target Device.)

**Third Party Ad Tags:** For Display Banner ads running on iOS 10.3 and above, you can utilize third party ad tags for Standard Banner, Double Banner, Large Banner, Medium Rectangle Banner (MREC), Interstitial Banner, IAB 300x250 Banner, and IAB 728x90 Banner by pasting the third party ad tags in the code snippet text field. Refer to [Third Party Ad Tags](#) for additional details.

You can also utilize the macros on the right of the text field. Click on the desired macro to place the code snippet into the text field. The use of macros is optional. Click-tracking macros are not provided as Apple does not need any macro replacement to track clicks. Consult with your third party ad tag vendor for macro placement and requirements.

**From My Desktop:** You can upload a creative asset by clicking the Upload button, then select one or more files to upload. You can upload all required sizes at the same time. You cannot upload compressed files. (e.g., .zip, .rar). Refer to the [Apple Advertising Platforms Specifications](#) for creative asset details.

**Template:** You can utilize a set template to create an ad on Workbench. Refer to the [Apple Advertising Platforms Specifications](#) for detail specifications on set templates on Workbench.

6. Select an Ad Destination. You'll need to set an ad destination if you've selected "From my desktop" as the creative source. The options are Website, iTunes, News Deep Link, or Subscription. For additional details, see Ad Destinations.
7. Review your ad under the Ad Preview section. For additional details, see Ad Preview.
8. Include additional third party Ad Tracking URLs (optional). For additional details, see Third Party Ad Tracking.
9. Associate your ad to a Line. For additional details, see Associate an Ad to a Line.
10. Click **Save** or **Next**.

## Ad Destinations

All Banner and Sponsored Content ads must include an ad destination. Ad destinations are optional for Video ads.

Destination	Description
For Website	Enter a URL for the website that you want to take users to after they've tapped on your ad.
For iTunes	Enter the iTunes Store Link (URL) for your content, or copy and paste it from your iTunes Store product page. Only App, Album, Song, Movie, Episode, Season, eBook, and Audio Book URLs are supported.
For News Deep Link	Enter the URL for the article or channel that you want to take users to on the News app. (e.g. <a href="https://apple.news/">https://apple.news/...</a> )
For Article ID	Enter an Article ID for the sponsored article or channel that you want to direct users to on the News app. The article ID of an article is the <b>path</b> of the URL. In the following example, apple.news is the domain and <b>Agkyw5MsBSCaJXr8T61fKmg</b> is the path, e.g. <a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a> .
For Subscription	Select from the list of available channels. Ad destinations with special characters must be encoded before saving to Workbench. See table below.



Ad Destination Value	Replacement Value
<	%3C
>	%3E
"	22%
#	23%
%	25%
{	%7B
}	%7D
	%7C
\	%5C
^	%5E
~	60%
[	%5B
]	%5D

## Ad Preview

We recommend previewing your ad to ensure for creative accuracy. There are two ways to preview your ads:

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

**On Device:** On devices using iOS 10.3 or later, you can preview how the ad will actually render on the News channel feeds and in articles. We highly encourage previewing your ad on the intended device(s) for a more accurate depiction.

1. In the ad summary or campaign summary, click the action 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 drop-down menu --> choose a channel.
  - Select **In Article Below** --> select Preview ad in an article --> 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.

**Note:** Pre-Roll Video Ads and Interstitial Video Ads cannot be previewed on Apple News at this time.

## Testing Ads Utilizing Third Party Ad Tags

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

iOS version	Ad Tester Compatibility
11.4.x through 12.1.1	Yes
12.1.1, 12.1.2	No
12.1.3 and above	Yes

## Installing iOS profile for Workbench Ad Tester

1. On Workbench, click on Account under your user name.
2. On the Account Management Page, click on the iOS Profile Management tab.
3. Click on Send Profile and enter the information on screen.
4. Once you have clicked **Send**, an email will be sent with instructions to download the iOS profile on to your device.
5. Open the email on an iOS device running iOS 11.4 or higher and follow the instructions to install the necessary iOS profile.

## Using the Workbench Ad Tester

**Note:** Only users with account management permission will be able to access the iOS Profile Management tab.

1. Open the [Workbench Ad Tester](#) page on your browser.
2. Select an ad format.
3. Select a device for testing.
4. Paste your ad tag in to the open field.
5. Click Submit to generate a QR code.
6. Scan the QR code using the Camera app on an iOS device running iOS 4 or higher.

**Note:** The Workbench Ad Tester QR code may not generate if your ad tag exceeds 3,000 characters. This is only a limitation on the generation of the QR code for testing. There is no limitation of character count for ad tags when used to Create Ad on Workbench.

## Workbench: Targeting

Workbench offers a range of targeting criteria such as demographics, geography, and contextual placement to ensure marketing messages 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 table describes the targeting criteria available in Workbench.

Targeting Criteria	Description
Audience Segments	Audiences that have previously engaged with you or your advertiser's company, web sites, or apps. This also includes users who have shown explicit interest in specific content on Apple News. Refer to <a href="#">Audience Segments</a> for additional details
Channels And Sections	Target channels and sections of Apple News that you want your ads to display.
Age	Specific age ranges available depend on the country selected. Refer to <a href="#">Age-Restricted Ad Categories</a> For Campaigns for specific restrictions.
Gender	<p>The gender that you wish to target. (i.e. Male, Female, or both.) This category includes unknown users and users who have opted out.</p> <p>For Gender and Age, "Unknown" is a data segment of the iTunes user population that have not been associated with a specific range or grouping. For example: 18-20, 21-24, male, female, etc. In order to target an Unknown age or gender, at least one additional age range or gender must also be targeted.</p>
Geography	The geographical area that this line should serve in. This depends on the country selected.
Device	The device class (iPhone/iPod Touch or iPad) to target.

<p>Key Value Pairs</p>	<p>You can target ads to your 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.</p> <ul style="list-style-type: none"> <li>• If you select <b>and</b>, then only articles that match all of the key value pairs entered will run the line.</li> <li>• If you select <b>or</b> then any article that has one or more of the key value pairs that you entered will run the line.</li> <li>• The accepted characters for specifying key value pairs are:</li> </ul> <p>A-Z : uppercase A to Z  a-z : lower case a to z  0-9 : numeric value  - : hyphen or minus sign  _ : underscore  : blank space</p>
<p>Articles</p>	<p>Enter an Article ID for the sponsored article or channel that you want to direct users to on the News app. The article ID of an article is the <b>path</b> of the URL.</p> <p>In the following example, apple.news is the domain and <b>Agkyw5MsBSCaJXr8T61fKmg</b> is the path.</p> <p><a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a></p>
<p>Scheduling</p>	<p>The times of the day (in terms of the user's local time), that ads from this line should appear to users.</p> <p>Campaign flight dates and times are in UTC/GMT. Time zones can also be edited on a per campaign basis during campaign set up.</p> <p>You can set default time zone for your organization from within your account settings in Workbench.</p>

## Workbench: Audience Segments

You have the ability to include and/or exclude Publisher Segments or Custom Segments for your campaigns on Apple News. Audience Segments targeting cannot be combined across the segment types per Apple policy.

### Audience Segments Types

Audience segments are defined groups of users who have previously interacted with your content on Apple News or that you have self defined. For more effective forecasting, you can choose either of the following audience segment types.

#### Publisher Segments

Apple creates publisher audience segments from all users who read or follow your content. If you're a news publisher, these segments are created for you automatically.

Publisher Segment	Description
Channel	Allows you to include or exclude users who have shown explicit interest in your content on Apple News through reading your content or following your channels.
Subscription	Select publishers can include or exclude users who have subscribed to their content via Apple News.
Notifications	News publishers are able to 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.

#### Custom Segments

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

Custom segments can contain First Party Audience data (Phone, Email, IDFA). This is data that you have collected to identify groups of users who have interacted directly with you or your services before. (e.g. users who have registered on your website.) This data can be provided to Apple as lists of IDFAs, email addresses, or phone numbers.

## Setting Up Custom Audience Segments

You create custom audience segments from users who meet criteria you specify (e.g. readers who registered on your website). Any segment names that includes sensitive topics such as personal medical information, racial or ethnic origins, religious beliefs, or sexuality are prohibited.

The following steps guide you through setting up custom audience segment(s).

1. Click your account name at the top right of the Workbench window and choose **My Audiences**.
2. Under the Custom Segments tab, click **Add Segments**.
3. Select the type of audience information you are matching. Click **IDFA**, **Email**, or **Phone Number**.
  - If you chose IDFA, type in the App Store URL. This will allow Apple to match the IDFAs to the app developer.
  - If you chose Email or Phone Number: Go to step 4.
4. Enter the number of segments you want to add.

**Note:** 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. New segments will appear at the bottom of the list.

## Adding/Removing 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 IDFA (Identifier for Advertising), an email address, or a phone number for each user you want to add or remove.

**Note:** 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.

The following instructions will add/remove users from a custom segment.

1. Click your account name at the top right of the Workbench window and choose **My Audiences**.
2. Select a segment and click on Add Users or Remove Users. You can only edit one segment group at a time.
3. Click **Browse** and select the file that contains the users you want to add to or remove from this segment. Refer to specific details on file formatting for custom segments.
4. Agree to the terms and conditions (if you are adding users), then click **Add** or **Remove**.
5. 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.
- The file can contain only one match type (IDFA, email address, or phone number). Do not combine multiple match types in the same plain text (.txt) formatted file.
- It 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.)
- If you are 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 7 days for Apple to match users with segments. When the matching process is complete, the number of available users is updated and displayed correctly in 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 (converted to a secure format) using the SHA-256 hashing algorithm to ensure that user data remains anonymous.



## Workbench: Third Party Tracking

Third party tracking is available for ad campaigns that are served through the Apple Advertising Platforms for Apple News.

### Third Party Ad Tracking

You can track your campaign's impressions and clicks by utilizing 1x1's and click trackers from an approved third party vendor. You can track impressions and clicks generated by lines, ads, or both. Only viewable impressions can be tracked.

To add tracking to lines or ads, you need to specify the unique tracking pixels assigned to you by your vendor. You can use up to two tracking pixels for both impressions and clicks for any line or ad (a total of four URLs). Affiliate or Referral URL tracking can also be used if there are no dependencies on PII (e.g. device IDs, IP addresses, etc.).

Additional considerations:

- Third party attribution tracking is currently not supported.
- Third party tracking results are not certified by Apple. It's up to the user to validate results. Apple is not responsible for any third party ad serving fees.
- Click re-directs are permitted.
- View-through conversion tracking or any other cookie-based counting or tracking methods within the app are not supported.
- Do not use the same URL for tracking both clicks and impressions. If you use duplicate URLs, your results will be double-counted.
- Click tracking is available for ads with destinations only, and is not available for non-tappable video ads.
- Due to differences in reporting times and other factors, counts reported by third party vendors might be different from those reported by Apple.

## Approved Third Party Tracking Vendors

The following vendors have been approved by Apple to use for Workbench.

- Adjust
- Adslot
- AdsWizz
- AppsFlyer
- Apsalar
- Barometric
- BridgeTrack
- Cobalt (impression tracking only)
- DataXu (impression tracking only)
- GET IT Mobile
- Google Ad Manager
- Flash-talking
- Kochava
- Medialets
- Mediaplex
- Neustar (formerly Aggregate Knowledge)
- Phluant
- S4M
- Signal (formerly BrightTag)
- Sizmek
- Trueffect (impression tracking only)
- TUNE

## Cache-Busting

Cache-Busting is not required because the Apple Advertising Platforms proxy does not perform any caching. However, if you are Cache-Busting, check with your vendor for their Cache-Buster requirements.

## 1x1-Pixel Image Tags

Only standard 1x1 tracking pixels are accepted to monitor the count of viewable impressions or confirmed taps. Tags in other formats (e.g. iframe or JavaScript) will not be accepted. Both secure and nonsecure tags are allowed. Campaign level tracking is not supported.

Tags must be properly formatted. Timestamp and cache-busters must be replaced with the below values.

If a tag contains this value	Replace with this value
timestamp	RND
cachebuster	RND

Apple does not allow tags that exhibit malicious behavior. In addition, attempts to do any of the following will be blocked.

- Setting cookies from third party URLs
- Collecting any data other than count of impressions and/or clicks
- Fourth party tracking
- Third party attribution

## Third Party Tracking Tag Examples

The following are some examples of third party tracking tags.

Vendor/Metric	URL Example
Adjust/impression	<a href="https://view.adjust.com/impression/joq85p?s2s=1">https://view.adjust.com/impression/joq85p?s2s=1</a>
Adslot/impression	<a href="http://adsfac.net/trk.asp?cc=F12345.654321.0&amp;creativeID=123456&amp;ord=[RND]">http://adsfac.net/trk.asp?cc=F12345.654321.0&amp;creativeID=123456&amp;ord=[RND]</a>
Adslot/click	<a href="http://adsfac.net/link.asp?cc=F12345.654321.0&amp;creativeID=123456">http://adsfac.net/link.asp?cc=F12345.654321.0&amp;creativeID=123456</a>
Adslot/click	<a href="http://adsfac.net/link.asp?cc=F12345.654321.0&amp;clk=1&amp;creativeID=123456&amp;ord=[RND]">http://adsfac.net/link.asp?cc=F12345.654321.0&amp;clk=1&amp;creativeID=123456&amp;ord=[RND]</a>
AggregateK/impression	<a href="http://d.agkn.com/pixel/123456/?che=[RND]&amp;col=8007722,1340892,106404375,279307021,57077439">http://d.agkn.com/pixel/123456/?che=[RND]&amp;col=8007722,1340892,106404375,279307021,57077439</a>
AggregateK/click	<a href="http://d.agkn.com/pixel/123456/?che=[RND]&amp;col=10241,158656,2791751,114328,769870&amp; {0-2} ={landingpage}">http://d.agkn.com/pixel/123456/?che=[RND]&amp;col=10241,158656,2791751,114328,769870&amp; {0-2} ={landingpage}</a>
Apsalar/impression	<a href="http://ad.apsalar.com/api/v1/ad?re=0&amp;a=ApsalarIDManager&amp;i=com.apsalar.candyjumpgame&amp;ca=Apple+iAd+-+iOS&amp;an=Apple&amp;p=iOS&amp;pl=1&amp;op=impression&amp;h=123456abcdef">http://ad.apsalar.com/api/v1/ad?re=0&amp;a=ApsalarIDManager&amp;i=com.apsalar.candyjumpgame&amp;ca=Apple+iAd+-+iOS&amp;an=Apple&amp;p=iOS&amp;pl=1&amp;op=impression&amp;h=123456abcdef</a>

Apsalar/click	<a href="http://ad.apsalar.com/api/v1/ad?re=0&amp;a=ApsalarIDManager&amp;i=com.apsalar.candyjumpgame&amp;ca=Apple+iAd+-+iOS&amp;an=Apple&amp;p=iOS&amp;pl=1&amp;h=123456abcdef">http://ad.apsalar.com/api/v1/ad?re=0&amp;a=ApsalarIDManager&amp;i=com.apsalar.candyjumpgame&amp;ca=Apple+iAd+-+iOS&amp;an=Apple&amp;p=iOS&amp;pl=1&amp;h=123456abcdef</a>
Barometric/impression	<a href="http://trkn.us/pixel/i?c=123456&amp;p=99&amp;ord=[RND]">http://trkn.us/pixel/i?c=123456&amp;p=99&amp;ord=[RND]</a>
Barometric/click	<a href="http://trkn.us/click/?c=123456&amp;partner=202&amp;p=99">http://trkn.us/click/?c=123456&amp;partner=202&amp;p=99</a>
BridgeTrack/impression	<a href="http://ads.bridgetrack.com/event/?type=-1&amp;BTData=XYZ.X.yZB7*.DC.q!.Z7iG.ant.E69n.E*.C5.EX.bLG.1.k7.BQy.E&amp;r=[RND]">http://ads.bridgetrack.com/event/?type=-1&amp;BTData=XYZ.X.yZB7*.DC.q!.Z7iG.ant.E69n.E*.C5.EX.bLG.1.k7.BQy.E&amp;r=[RND]</a>
BridgeTrack/click	<a href="http://ads.bridgetrack.com/Ideal/_redir.htm?BTData=XYZ.x.yZB7*.DC.q!.Z7iG.ant.E69n.E*.C5.EX.bLG.1.k7.BQy.E">http://ads.bridgetrack.com/Ideal/_redir.htm?BTData=XYZ.x.yZB7*.DC.q!.Z7iG.ant.E69n.E*.C5.EX.bLG.1.k7.BQy.E</a>
Cobalt/impression	<a href="http://traffic.prod.cobaltgroup.com/i.gif?cs:s=iadnetwork&amp;cs:e=iadnetworkcode&amp;cs:pro=iadnetwork&amp;cachebust=%7bapple_cachebuster_macro%7d">http://traffic.prod.cobaltgroup.com/i.gif?cs:s=iadnetwork&amp;cs:e=iadnetworkcode&amp;cs:pro=iadnetwork&amp;cachebust=%7bapple_cachebuster_macro%7d</a>
DataXu/impression	<a href="http://i.w55c.net/a.gif?t=0&amp;id=4ZabCdefGH4IjKIMNo4P&amp;ei=OTHER&amp;eio=iAdnetwork&amp;rqid=RND&amp;um=CPM&amp;wp=123456">http://i.w55c.net/a.gif?t=0&amp;id=4ZabCdefGH4IjKIMNo4P&amp;ei=OTHER&amp;eio=iAdnetwork&amp;rqid=RND&amp;um=CPM&amp;wp=123456</a>
DoubleClick/impression	<a href="http://ad.doubleclick.net/ad/N123456.1738105.ADVERTISING.APPLE./B7972749;sz=1x1;ord=[RND]">http://ad.doubleclick.net/ad/N123456.1738105.ADVERTISING.APPLE./B7972749;sz=1x1;ord=[RND]</a>
DoubleClick/impression	<a href="http://ad.doubleclick.net/ddm/trackimp/N123456.1757346.IADS.COM/B8711174.117722846;dc_trk_aid=290554468;dc_trk_cid=62726187;ord=[RND]">http://ad.doubleclick.net/ddm/trackimp/N123456.1757346.IADS.COM/B8711174.117722846;dc_trk_aid=290554468;dc_trk_cid=62726187;ord=[RND]</a>
DoubleClick/impression	<a href="http://ad-ace.doubleclick.net/ad/N123456.288480.APPLE.COMITUNES/B7945682.4;sz=1x1;ord=[RND]">http://ad-ace.doubleclick.net/ad/N123456.288480.APPLE.COMITUNES/B7945682.4;sz=1x1;ord=[RND]</a>
DoubleClick/click	<a href="http://ad.doubleclick.net/ddm/trackclk/N123456.1757346.IADS.COM/B8711174.117722846;dc_trk_aid=290554468;dc_trk_cid=62726187">http://ad.doubleclick.net/ddm/trackclk/N123456.1757346.IADS.COM/B8711174.117722846;dc_trk_aid=290554468;dc_trk_cid=62726187</a>
DoubleClick/click	<a href="http://ad.doubleclick.net/ddm/clk/123456071;116598356;z">http://ad.doubleclick.net/ddm/clk/123456071;116598356;z</a>
FlashTalking/impression	<a href="http://servedby.flashtalking.com/imp/1/123456;824257;201;pixel;Apple;TrackingPixel1/?cachebuster=[RND]">http://servedby.flashtalking.com/imp/1/123456;824257;201;pixel;Apple;TrackingPixel1/?cachebuster=[RND]</a>
FlashTalking/click	<a href="http://servedby.flashtalking.com/click/1/123456;824258;369301;211;0/?ft_width=1&amp;ft_height=1&amp;url=4968143">http://servedby.flashtalking.com/click/1/123456;824258;369301;211;0/?ft_width=1&amp;ft_height=1&amp;url=4968143</a>
Get It Mobile/impression	<a href="http://rtb-05.get.it/nurl.php?network=iad&amp;app=game-of-war-fire-age&amp;cc=9AbCDEFGHIJK">http://rtb-05.get.it/nurl.php?network=iad&amp;app=game-of-war-fire-age&amp;cc=9AbCDEFGHIJK</a>
Get It Mobile/click	<a href="http://get.it/pixel?nw=IAD&amp;app=game-of-war-fire-age&amp;cc=9AbCDEFGHIJK">http://get.it/pixel?nw=IAD&amp;app=game-of-war-fire-age&amp;cc=9AbCDEFGHIJK</a>

Kochava/click	<a href="https://control.kochava.com/v1/cpi/click?campaign_id=kojamesprinklertest57310bddc93398e7d0d0e08c6c&amp;network_id=5824&amp;device_id=device_id&amp;site_id=1">https://control.kochava.com/v1/cpi/click?campaign_id=kojamesprinklertest57310bddc93398e7d0d0e08c6c&amp;network_id=5824&amp;device_id=device_id&amp;site_id=1</a>
Kochava/impression	<a href="https://imp.control.kochava.com/track/impression?campaign_id=kojamesprinklertest57310bddc93398e7d0d0e08c6c&amp;network_id=5824&amp;site_id=vppn&amp;creative_id=vppn&amp;imp_event=view">https://imp.control.kochava.com/track/impression?campaign_id=kojamesprinklertest57310bddc93398e7d0d0e08c6c&amp;network_id=5824&amp;site_id=vppn&amp;creative_id=vppn&amp;imp_event=view</a>
Medialets/impression	<a href="http://c.medialytics.com/creative?tagID=s4de65e6ece5d4162ac0f1376654eb921&amp;type=s&amp;impunique=[RND]">http://c.medialytics.com/creative?tagID=s4de65e6ece5d4162ac0f1376654eb921&amp;type=s&amp;impunique=[RND]</a>
Medialets/click	<a href="http://c.medialytics.com/creative?tagID=c83f7b2ad531f7d1234566737ca20f57&amp;type=s&amp;impunique=[RND]&amp;r=[RND]">http://c.medialytics.com/creative?tagID=c83f7b2ad531f7d1234566737ca20f57&amp;type=s&amp;impunique=[RND]&amp;r=[RND]</a>
MediaPlex/impression	<a href="http://adfarm.mediaplex.com/ad/tr/123456-202609-3840-0?mpt=[RND]">http://adfarm.mediaplex.com/ad/tr/123456-202609-3840-0?mpt=[RND]</a>
MediaPlex/click	<a href="http://adfarm.mediaplex.com/ad/ck/123456-202609-3840-0?mpt=[RND]">http://adfarm.mediaplex.com/ad/ck/123456-202609-3840-0?mpt=[RND]</a>
Phluent/impression	<a href="http://mdn2.phluentmobile.net/3/trk.gif?clid=123456&amp;eid=123456&amp;ald=949&amp;type=event&amp;key=pixel&amp;value=null&amp;phbust=[RND]">http://mdn2.phluentmobile.net/3/trk.gif?clid=123456&amp;eid=123456&amp;ald=949&amp;type=event&amp;key=pixel&amp;value=null&amp;phbust=[RND]</a>
Phluent/click	<a href="http://mdn2.phluentmobile.net/3/trk.gif?clid=123456&amp;eid=123456&amp;ald=949&amp;type=event&amp;key=pixel&amp;value=null&amp;phbust=[RND]">http://mdn2.phluentmobile.net/3/trk.gif?clid=123456&amp;eid=123456&amp;ald=949&amp;type=event&amp;key=pixel&amp;value=null&amp;phbust=[RND]</a>
S4M/impression	<a href="http://us-ad.sam4m.com/1-234-5-678-nNi8L/click">http://us-ad.sam4m.com/1-234-5-678-nNi8L/click</a>
S4M/click	<a href="http://us-ad.sam4m.com/1-234-5-678-BGnMQ/click">http://us-ad.sam4m.com/1-234-5-678-BGnMQ/click</a>
Signal/impression	<a href="http://s.thebrighttag.com/px?site=xAbcdef8LD&amp;referrer=iAd:test">http://s.thebrighttag.com/px?site=xAbcdef8LD&amp;referrer=iAd:test</a>
Signal/click	<a href="http://s.thebrighttag.com/px?site=xAbcdef8LD&amp;referrer=iAd:test">http://s.thebrighttag.com/px?site=xAbcdef8LD&amp;referrer=iAd:test</a>
Sizmek/impression	<a href="https://bs.serving-sys.com/BurstingPipe/adServer.bs?cn=tf&amp;c=19&amp;mc=imp&amp;pli=1234563&amp;PluID=0&amp;ord=[RND]&amp;rtu=-1&amp;mb=1">https://bs.serving-sys.com/BurstingPipe/adServer.bs?cn=tf&amp;c=19&amp;mc=imp&amp;pli=1234563&amp;PluID=0&amp;ord=[RND]&amp;rtu=-1&amp;mb=1</a>
Sizmek/click	<a href="http://bs.serving-sys.com/BurstingPipe/adServer.bs?cn=tf&amp;c=20&amp;mc=click&amp;pli=1234567&amp;PluID=0&amp;ord=[RND]&amp;mb=1">http://bs.serving-sys.com/BurstingPipe/adServer.bs?cn=tf&amp;c=20&amp;mc=click&amp;pli=1234567&amp;PluID=0&amp;ord=[RND]&amp;mb=1</a>
TruEffect/impression	<a href="http://wbmd.southwest.com/image?spacedesc=123456_654321_1x1_123456_654321">http://wbmd.southwest.com/image?spacedesc=123456_654321_1x1_123456_654321</a>
TUNE/impression	<a href="http://123456.api-01.com/serve?action=impression&amp;publisher_id=123456&amp;site_id=654321&amp;ctimestamp=[RND]&amp;sub_campaign=iAdTest1">http://123456.api-01.com/serve?action=impression&amp;publisher_id=123456&amp;site_id=654321&amp;ctimestamp=[RND]&amp;sub_campaign=iAdTest1</a>

## Third Party Ad Tags

All ad tags must adhere to [Apple Advertising Platforms Specifications](#) and be MRAID compliant. Check with your creative vendor if you run into any issues.

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 are responsible for any fees charged for third party ad serving.

## Supported Orientations

- Standard Banner
- Double Banner
- Large Banner
- Medium Rectangle Banner (MREC)
- IAB 300x250 Banner
- IAB 728x90 Banner ads on iOS 10.3 and above.
- Pre-Roll Video and Outstream Video ads can utilize third party VAST Tags on iOS 11.3 and above.
- Interstitial Banner

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

## Supported Third Party Ad Tag Vendors

Only ad tags designated for Apple News from supported vendors can be saved in Workbench. Fourth party tracking tags are not supported.

The following third party ad tags are supported.

- Bonzai
- Celtra
- Polar

The following VAST tags vendors are supported.

- Celtra
- Flashtalking
- Innovid
- Kargo
- Sizmek
- Teads
- Transmit.Live
- Unruly

## **VAST Tags**

Apple Advertising Platforms supports VAST requests and will properly extract the media file URLs and tracking pixel URLs. This list of media URLs will be cached by the Apple Advertising Platforms for each tag to improve performance. Tracking pixels will be obtained by the Apple Advertising Platforms for each ad call and issued for the specific ad request they were returned. Tracking URLs are not cached.

Third party server-to-server pixel fires are available in Workbench and fire as with all other ad formats.

## **Supported**

- VAST 2.0 and 3.0
- Devices running iOS 11.3 and higher
- Progressive Loading
- Linear Ad
- Skippable Linear Ad

## **Unsupported**

- Companion Ads
- Overlay (Non-Linear) Ads
- Ad Pods
- VPAID

## VAST Tracking Events

The News app sends events to the Apple Advertising Platforms which are fired when a matching event is received. The following VAST tracking events are supported by the News app.

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



## 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 are as follows.

Supported MRAID 1.0 methods	Supported MRAID 1.0 events
addEventListener	error
close	ready
expand (two part only)	stateChange
getExpandProperties	viewableChange
getPlacementType	
getState	
getVersion	
isViewable	
open	
removeEventListener	
setExpandProperties	
createCalendarEvent	

## 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 are unsupported.

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

### Framework

Custom close buttons are not supported for expanded units. Apple will supply a standard close button displayed in the upper right corner of the expanded ad unit.

iframes are not part of the MRAID spec and therefore are unsupported. Using frames will result in a failed ad load. The MRAID object is only accessible via the document's mainframe.

### Taps & Clicks

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

`window.location` and `window.location.protocol` are unsupported 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. This includes all pixels, JS, image, etc. requests. The Platform will ignore requests beyond the allowed limit.

### Orientation & Rendering

A single ad tag will be used to render for all display orientations on devices (e.g. iPhone, iPod, iPad). Each ad tag needs to be written to detect changes in container size in order for it to be rendered properly. Workbench requires unique ad tags for iPhone and iPad. We recommend that you preview your ad on the respective device(s) to ensure it's rendering and behaving as expected.

## Testing and Previewing 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. On Workbench, send yourself a link of your ad creative to open and review on the device being tested.

Click on 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 has not certified to work on Apple News.

## In-Banner Features

To optimize for the best user's experience and ensure security and privacy, some device features are blocked by the Apple News Ad SDK. The following table outlines which features are supported for Apple News.

Supported in-banner features	Unsupported in-banner features
HTML5 JS/ CSS Animation	Accelerometer
Tap: activates a control or selects an item	Gyroscope
Flick: scrolls or pans quickly	In-banner forms
Drag: move an element from side to side or drag an element across the display banner's interaction space.	<ul style="list-style-type: none"><li>• Tap to SMS/ Call/ Email</li><li>• Camera access</li><li>• In-banner video/ audio</li><li>• Device location</li></ul>

## Supported Macros

The following are macros supported for Workbench.

Macro	Description
%%cachebuster%%	Replaced with a random number for cache busting.
%%APPLE_NEWS_CHANNEL_NAME%%	Replaced with the channel name.
%%APPLE_NEWS_CHANNEL_ID%%	Replaced with channel id.
%%APPLE_NEWS_CAMPAGN_NAME%%	Replaced with campaign name.
%%APPLE_NEWS_CAMPAGN_ID%%	Replaced with campaign id.
%%APPLE_NEWS_LINEITEM_NAME%%	Replaced with the line name.
%%APPLE_NEWS_LINEITEM_ID%%	Replaced with the line id.
%%APPLE_NEWS_CREATIVE_SIZES%%	Replaced with the width and height the ad format is expected to return. This macro can return more than one value if the dimension of portrait and landscape units are different.

## 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 is not 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.

## 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 is based on the initial request, and not Apple's viewability standards.

Metric	Description
Viewable Impressions	When 100% of the banner is fully displayed on screen for one second or more.
Requested Impressions	When an initial request is made through the Apple proxy to a third party server.
Video Impressions	An impression is recorded when the Apple Advertising Platforms has received confirmation from an iOS device that 50% of the video ad was displayed and playing on screen for at least 2 continuous seconds.

## 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 your ad sales planning. Apple only delivers and forecasts inventory based on viewable impressions. An impression is considered if all four corners of the ad can be viewable for at least one full second.

## Checking Inventory

Apple uses the historical traffic on News channels to forecast inventory. When you click on Check Inventory, Apple uses the various line attributes (e.g. Line Type, Creative Type, and Targeting) to determine measures.

Measure	Description
Total Supply	Represents the amount of overall inventory (in impressions) for this set of attributes.
Total Available Impressions	Indicates how much of the total supply is available to you after factoring in competing standard and takeover lines.

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

Reason	Description
Total Available Impressions	If this is less than the Total Impression Goal.
Total Audience Size Is Less Than 5,000 Users.	Apple privacy rules mandate that you cannot target groups of users where the unique user count is less than 5,000. Your count may be less than what is available, but unless the possible audience is more than 5,000 users, this line will not be reserved. You should loosen your lines targeting parameters to widen the number of users who can be served your ad.
Failed Smooth Delivery	In some cases, the total available is greater than the total impression goal, but it may not deliver evenly across the flight period. For example, you entered a ten-day campaign for 1,000 impressions. The first 6 days are completely sold out but all 1,000 impressions can deliver over the last 4 days of the flight. The system may state that there is not enough inventory because running those 1,000 impressions over the four days has higher likelihood of under-delivery than if the 1,000 impressions were available across all 10 days of the flight.
<i>"We do not have enough data to provide a confident forecast."</i>	<p>You will still see a forecast, but the data should be used for directional purposes only. This may happen for the following reasons.</p> <ul style="list-style-type: none"> <li>• There are too few impressions per day to provide a confident forecast.</li> <li>• The data is inconsistent due to extreme volume fluctuations.</li> </ul>
Competing Lines	When you click on 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.

Feature	Description
Line Type	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 the “Takeovers” section that follows for more details.
Line Priority	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.

## Reserving Inventory

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

Scenario	Description
Inventory Is Available	<ul style="list-style-type: none"><li>• Line is Reserved. This line will run.</li><li>• Line is not reserved. This line is part of your campaign, but will not run until you formally reserve inventory. You can do this via the Settings (gear icon) or by editing the line itself.</li></ul>
Inventory Is Not Available	<ul style="list-style-type: none"><li>• 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.</li><li>• Line is not reserved. This line is part of your campaign, but will not run until you formally reserve inventory. You can do this via the gear box or by editing the line itself.</li></ul>

**Note:** 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 your targeting dimensions, based on the logic described below.

Ad Type(s)	Logic
Banners	Takeover lines can only have Standard Banner, Double Banner, Large Banner, Medium Rectangle Banner (MREC), IAB 300x250 Banner, and IAB-728x90 Banner ads assigned to them.
Large Banner (Direct Response Template)	Takeover lines can only have Large Banner (Direct Response Template) ads assigned to them.
Interstitial	Takeover lines can only have Interstitial Banner ads assigned to them.
Interstitial Video	Takeover lines can only have Interstitial Video ads assigned to them.
Sponsored Content (Native)	Takeover lines can only have Sponsored Content (Native) assigned to them.
Outstream	<p>Takeover lines can only have Outstream assigned to them. One Outstream video ad per user is served every two minutes.</p> <p>In cases where a user has recently seen the takeover ad, a banner ad will be served. For 100% share-of-voice, an Outstream takeover ad should be accompanied by a matching banner campaign.</p>
Pre-Roll	Takeover lines can only have Pre-Roll Video ads assigned to them.
Mixed - Takeover line and a Standard line of different types	If there is a Takeover line and a Standard line of different types (e.g. Takeover - Banner and Standard - Banner) targeted at the same audience, ads from both lines will deliver in their respective units.
Mixed - Takeover line and a Standard line of the same type	If there is a Takeover line and a Standard line of the same type (e.g. Takeover - Banner and Standard - Banner) targeted at the same audience, the Takeover line will always serve and the Standard line will not serve.

Mixed - Takeover lines of the same type	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 is no guarantee that they will serve exactly equally.
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# Reporting

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

## Time Zones

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

## Campaign Reporting

In Workbench, you can review performance data for any of your current and past campaigns.

### To review your campaign performance data

1. Log into 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, click on 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

Ads must be fully on screen for one full second before Workbench will record it as a Viewable Impression for Apple News. A Viewable Impression is logged on Workbench when Apple has received confirmation from iOS that 100% of the banner was fully displayed on screen beyond a network-level time threshold. 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 the Apple Advertising Platforms has received confirmation from an iOS device that 50% of the video ad was display on screen for at least 2 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 2 continuous seconds.

## Conversion

In order for an event to record as a conversion on Workbench, all of the following requirements must be met.

- A supported graphic banner asset (JPEG, GIF, or PNG) must be uploaded through Workbench.
- The post-tap ad destination must be one of the following:
  - iTunes
  - News Deep Link
  - Subscription
- The ad must be managed and trafficked through Workbench.

**Note:** Ads utilizing third party ad tags will not be recorded as a conversion on Workbench.

## Viewing 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.

### To View Campaign Performance Data:

1. Sign in to Workbench.
2. Select the Reports tab from the top menu next to the Workbench logo.
3. You will 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.
  - Display Data For A Different Metric: Click the Show pop-up menu, then choose a metric.
  - Display Data For Two Metrics At The Same Time.
    - Click the Show pop-up menu, then choose a metric.
    - Click the Overlay pop-up menu, then choose another metric.

Data will typically take up to 90 minutes to update on Apple Advertising platforms. Last updated information will be displayed on the lower left corner of the Reporting sections of Workbench.

## Viewing Line, Ad, Or Device Performance Data

You can view the performance data for a line, an ad, or a device by following 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, click on a campaign name. (Data for the campaign will appear in graph and table formats.)
4. To change which data is displayed in the graph.
  - **Display Data For A Different Metric:** Click the Show pop-up menu, then choose a metric.
  - **Display Or Hide Data For A Line, Ad, Or Device:** Select or deselect the item's checkbox in the table below the graph. 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.
  - When viewing line data:
    - View Data For All Ads Assigned To The Line: Click Ads.
    - View Line Data By Device Type: Click Device Classes.
  - When viewing ad data:
    - View Data About Conversions Achieved By The Ad: Click Conversions.
    - View Data About Content Views For The Ad: Click Content Views.
    - View Data About Video Views For The Ad: Click Video Views.

**Note:** To view data for a specific time period, use the date fields, or click the pop-up menu, then choose a time period.

## Campaign Performance Data

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

Metric	Description
Total Viewable Impressions	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.
Video Impressions	The number of delivered ad impressions for all tappable and non-tappable video ads.
Tappable Video Impressions	The number of delivered ad impressions for a video ad with a tappable state.
Non-Tappable Video Impressions	The number of delivered ad impressions for a video ad with a non-tappable state.
Unconfirmed Taps	The number of times an ad is tapped. This metric is available per ad through the "Performance by Ad" report.
Confirmed Taps	Total number of taps, with ad destination opened for minimum of 2 seconds.
Confirmed TTR	<p>Confirmed tap-through rate, or the ratio of confirmed taps to viewable impressions (e.g. If 100 users are exposed to an ad banner and the banner was tapped five times. For each of those 5 times, the tap destination was opened for more than 2 seconds. The Confirmed TTR for this instance would be 5 percent).</p> <ul style="list-style-type: none"> <li>• <b>Conversion:</b> On the Advertising Platforms for Apple News, the number of times a specific qualifying event can occur on your ad. Refer to details on qualifying events in Conversion.</li> <li>• <b>Conversion Rate:</b> The number of conversions divided by the number of taps.</li> <li>• <b>Average Time Spent:</b> The average amount of time (in seconds) that a user engages with an ad.</li> </ul> <p>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 itself.</p>

Completions	<p>"Completes" 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%, 25-50%, 50-75%, or 75-100%) of a video ad is played before the user leaves the ad.</p> <p>The reported data is not cumulative. A video ad play with 100% completion will be included in both the 75-100% quartile as well as in the Completes bucket. A view that reaches 60% will only be attributed to the 50-75% completion bucket. It will not be attributed in the 0-25% or 25-50% bucket. This is to ensure completion rates are not double or triple counted.</p>
Completion Rate	The ratio of completes to the number of video impressions.
Requested Impressions	An initial request made by the SDK through an Apple proxy to a third-party or Apple content server for an ad. This metric is available per ad through the "Performance by Ad" report.
Social Shares	For Sponsored Content (Native) ads only, this is the measure of how many times users have shared the sponsored article.

## Moat

Moat's attention metrics can be measured on viewable impressions delivered within Apple News. This will allow you to independently verify impressions via Moat metrics such as 1 Second Fully On-Screen and Invalid Traffic Rate.

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



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