



# **Ad Guide for Publishers**

## **Advertising on Apple News**

July 2019

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# 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 is not 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 engaging content by selling ad placements on their Apple News channel(s) and articles. The following is a breakdown of generating ad revenue with Advertising on Apple News.

- **Direct Sold (100 percent of revenue):** Keep 100 percent of revenue generated from ads that you have sold on your Apple News channel(s) and articles.
- **Backfill (70 percent of revenue):** Enable backfill to allow Apple to sell ads in your content and keep 70 percent of the revenue.
- **Pooled (50 percent of 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 percent 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 ad serving fees.

## Ad Placements

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

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

# Ad Formats And Experiences

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.

Ad Format	For You feed (Apple inventory)	Apple topic feed (Apple inventory)	Top Videos And Must-See Videos (Publisher Inventory)	Publisher channel feeds (Publisher inventory)	Publisher articles (Publisher inventory)	Swiping between articles or channels (Publisher inventory)	News Widget on the Today View (Apple Inventory)
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	Yes	n/a	n/a
Medium Rectangle Banner (MREC)	n/a	Yes <sup>1</sup>	n/a	Yes <sup>1</sup>	Yes	n/a	n/a
Interstitial Banner	n/a	n/a	Yes <sup>2</sup>	n/a	n/a	Yes	n/a
IAB 300x250 Banner	n/a	n/a	n/a	Yes <sup>1</sup>	Yes <sup>1</sup>	n/a	n/a
IAB 728x90 Banner	n/a	n/a	n/a	Yes <sup>3</sup>	Yes <sup>3</sup>	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	Yes	Yes	n/a	n/a

<sup>1</sup> iPhone only

<sup>2</sup> Between Must-See Videos only

<sup>3</sup> iPad and Mac computers only

To learn more about ad format requirements, refer to the [Ad Specifications for Apple News](#).

## Post-Tap Ad Experiences

Where do you want a user to go after tapping on your ad? Apple News offers a variety of simple post-tap experiences for great user engagement results. Ad experiences include the following.

- View publisher channels, articles, or issues.
- Visit websites.
- Download apps.
- View sponsored content on Apple News.
- Download iTunes content.
- Deep-link into apps if installed on a device.
- Subscribe to a publisher channel.
- Drive to an Apple News+ subscription. (Available to Apple News+ publishers.)

## Ad Serving Priority

Publishers can drive revenue by running both direct sold ads as well as enabling backfill in the same content. To help you maximize monetization, we've created the following order for ads to appear from highest to lowest priority.

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

**Note:** For ad serving priority if you have Google Ad Manager enabled on Workbench, refer to the [Workbench and Google Ad Manager Setup Guide](#).

## Ad Policy And Brand Safety

All ads created for use on Apple News must follow the requirements of the [Advertising on Apple News 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 `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 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 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 will not be rendered.
- There are several potential scenarios for digital ad and print replica ad placement, depending on settings.

## 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](#).

# Getting Started

## Account Management

[Workbench](#) is a tool for managing your ad campaigns on Apple News and Stocks. To traffic ads you will 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 will designate a Workbench Administrator to set up an [Apple Developer account](#), 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 will 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](#).

The primary user that is set up through App Store Connect can invite others as Workbench account users. All administrators of your App Store Connect account automatically receive access to Apple News Publisher and Workbench.

## Link Apple News Channels to App Store Connect

You will need to link your [News Publisher](#) account to [App Store Connect](#) to access tools for managing agreements and sales reports as well as tax and banking information.

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.
  1. If you have the Legal role in App Store Connect, click Agreements, Tax, and Banking.
  2. If you do not 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:
  1. If you have the Legal role, click Submit.
  2. 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 would 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.

## Add Users to Workbench

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 (located 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.

## Workbench Authentication

Workbench certificates expire after 25 months, at which time an administrator can 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 will receive the following:
  - `certificate.pem` — a client-side SSL certificate signed by Apple Ad Platforms.
  - The certificate is a PEM file, which is typically used with Python.
  - `private_key.key` — a client-side SSL private key.
  - `token.txt` — an access token.

**Note:** 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.

```
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.

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

## Workbench Users

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 do not 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 are not an App Store Connect user, you will 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 App Store Connect, you will need a Workbench Administrator from your organization to invite you to Workbench. Administrators can grant access to additional users with the New User button in the Account section of Workbench.

**Note:** An Apple ID can only be associated to one organization on Workbench.

## Workbench Basics

Workbench is a self-service tool that can be used to help manage your advertising opportunities on Apple News and Stocks. Workbench is optimized for the following browsers running on macOS 10.8 and higher.

- Safari 11.1 and higher.
- Chrome 68 and higher.

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 this account through 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:** 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:** When you set up a campaign, you can change the default Campaign Time Zone.

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. 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, US) 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 that your channels are appearing in globally. The following are steps to adjust your ad settings based on specific region(s).

1. Sign in to [Workbench](#).
2. Click 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 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 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 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 will not appear inside [Apple News Format](#) articles until you include the ad component markup in your articles, even if you enable ads on Workbench.

## Sensitive Content Category Exclusion

As part of our commitment to a brand safe environment for publishers, ads won't display in the following Apple News sensitive content categories.

- Accidents and disasters
- Corporate crime
- Historical events
- Obesity
- Reckless endangerment
- War and unrest

You can select different sensitive content category policies for direct sold and house ads. If you opt out of the above exclusions, your direct sold or house ads will serve in those Apple 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 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 ad categories:** Within Ad Settings on Workbench, you can select from a list of ad categories you do not want to appear in as a channel. For example, you can choose to exclude any automotive advertisers from your channel. This exclusion option is only applicable for any backfill ads flowing through to your channel.

**Note:** This option only applies to the ad category level. You cannot 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 pairing.
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\(s\)](#).



## 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 percent of the revenue for all backfill ads served in your content. Backfill will be automatically turned on 48 hours after you have [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:** To maximize potential ad revenue, do not exclude any ad types.

If you would 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.

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

Turn backfill to 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, 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.

# Campaign Creation/Management

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

## Creating a Campaign

When you sign in to Workbench, you will 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:** 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.

Note: This is an optional setting at the campaign level. A campaign could run the risk of being under-delivered if this setting is adjusted. Frequency capping at the campaign level does not factor in line level inventory projections. Therefore, we recommend that you adjust the 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 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 will 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.

## Age-Restricted Ad Categories For Campaigns

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

Category	Description
US and CA Campaigns	Ad categories for CPG - Alcohol and Gambling will automatically be set to target users 21 years or older when creating lines.
UK and AU campaigns	Ad categories for CPG - Alcohol and Gambling will automatically be set to target users 18 years 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 18 years 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 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.

Status	Description
New	You saved the campaign, but haven't submitted it for approval yet.
Running	Your campaign was approved and is live.
Not Running	Any of the following could be true for this status. <ul style="list-style-type: none"><li>You submitted the campaign, but it hasn't been approved yet.</li><li>You submitted the campaign, but none of your ads were approved by Apple, or your campaign includes incomplete lines.</li><li>Your campaign was approved, but it hasn't started running yet.</li><li>The campaign was paused after it started running.</li><li>Your account has been suspended, either because of nonpayment, or because you have no valid credit card on file.</li></ul>
Completed	Your campaign was live and has finished running.

## Campaign Submission

Once you have 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.

## Creating Lines

Once you have 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
  - 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

**Note:** For Apple News+ content, In Article is the only available Ad Position.

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: 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 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 is 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. 1 is lowest priority, 100 is 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 cannot be used to track impressions and clicks. See [Third Party Tracking](#).

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 will 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 pause, edit, or duplicate 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 have 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 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 have 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 does not match the criteria for this ad type. In order to run this ad, you will need to create a new line or edit the existing one to match the criteria for this ad type.

# 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](#).

## 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. Choose Create Ad.
2. Enter an Ad Name.
3. Select Ad Language (for publishers in Canada).
4. 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
5. Select the Target Device (iPhone, iPad, Universal) for where you want the ads to appear.

**Note:** "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.



Creative Source	Description
Third Party Ad Tags	<p>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. Google Campaign Manager ad tags only serve to devices with iOS 12.0 and later. Refer to <a href="#">Third Party Ad Tags</a> for additional details.</p> <p>You can also utilize the macros on the right of the text field. Click 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.</p>
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 <a href="#">Ad Specifications for Apple News</a> for creative asset details.
Template	You can utilize a set template to create an ad on Workbench. Refer to the <a href="#">Ad Specifications for Apple News</a> for detail specifications on set templates on Workbench.

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
  - 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 [Associating an Ad to a Line](#).
11. 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 have 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 Apple News app (e.g. <a href="https://apple.news/">https://apple.news/...</a> ).																												
For Article ID	<p>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.</p> <p>To obtain an Article ID you will need to preview the article in Apple <a href="#">News Publisher</a>. Use the Article ID as the path of the URL.</p> <p>In the following example, <a href="#">apple.news</a> is the domain and <a href="#">Agkyw5MsBSCaJXr8T61fKmg</a> is the path.</p> <p><a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a></p>																												
For Issue ID	<p>The Issue ID corresponds to a magazine issue that you want to direct users to on the Apple News app.</p> <p>To obtain an Issue ID you will need to preview the issue in Apple <a href="#">News Publisher</a>. Use the Issue ID as the path of the URL.</p> <p>In the following example, <a href="#">apple.news</a> is the domain and <a href="#">IXON4qkAbRyCVtRPmyX7gzQ</a> is the path.</p> <p><a href="https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ">https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ</a></p>																												
For Subscription	<p>Select from the list of available channels.</p> <p>Ad destinations with special characters must be encoded before saving to Workbench. Refer to the following.</p> <table border="1"> <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>%7C</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> </tbody> </table>	Ad Destination Value	Replacement Value	<	%3C	>	%3E	"	22%	#	23%	%	25%	{	%7B	}	%7D		%7C	\	%5C	^	%5E	~	60%	[	%5B	]	%5D
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For Apple News+ Subscription	Apple News+ subscription destinations are available to Apple News+ publishers. URL is auto-populated if selected.																												
For Channel ID	<p>The Channel ID is the channel that you want to direct users to on the Apple News app.</p> <p>To obtain a Channel ID, you will need to preview the article in Apple <a href="#">News Publisher</a>. Use the Channel ID as the path of the URL.</p> <p>In the following example, <a href="#">apple.news</a> is the domain and <a href="#">T_9B0wLQpSviXQvBqWnDQng</a> is the path.</p> <p><a href="https://apple.news/T_9B0wLQpSviXQvBqWnDQng">https://apple.news/T_9B0wLQpSviXQvBqWnDQng</a></p>																												

## Ad Preview

It is 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.

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:** Pre-roll 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, an iOS profile must first be installed on the device.

### Installing 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:** 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.

### Using 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:** The Workbench Ad Tester QR code may not generate if your ad tag exceeds 4,000 characters. This is only a limitation on the generation of the QR code for testing. There is no limitation of character count for ad tags when used to Create Ad on Workbench.

iOS versions 12.1.1 and 12.1.2 are not 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 table describes the targeting criteria available on Workbench.

Targeting Criteria	Description
Audience Segments	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 <a href="#">Audience Segments</a> for additional details.
Apple News+ Subscriber Status	Audience that has subscribed to the Apple News+ service. The targeting of non-subscribers is the exclusion of the subscriber segment. As such the non-subscriber cohort includes readers whose subscription status is unknown.  This targeting ability as available to Apple News+ publishers.
Channels And Sections	Channels and sections of Apple News that you want your ads to display.
Age	Specific age ranges available depend on the country selected. For specific restrictions, refer to <a href="#">Age-Restricted Ad Categories For Campaigns</a> .  Unknown is a data segment of the iTunes user population not associated with a specific age range or gender. In order to target an Unknown age or gender, at least one additional age range or gender must also be targeted.
Gender	The gender you want to target (e.g. Male, Female, or both). This category includes unknown users and users who have opted out.  Unknown is a data segment of the iTunes user population not associated with a specific age range or gender (e.g. 18-20, 21-24, male, female). In order to target an Unknown age or gender, at least one additional age range or gender must also be targeted.
Geography	The geographical area that this line should serve in. Options depend on the country selected.
Device	The device class (e.g. iPhone/iPod Touch or iPad) to target.
Key Value Pairs	You can target ads to your <a href="#">Apple News Format</a> 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. <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: <ul style="list-style-type: none"> <li><b>A-Z</b> : uppercase A to Z</li> <li><b>a-z</b> : lower case a to z</li> <li><b>0-9</b> : numeric value</li> <li>- : hyphen or minus sign</li> <li>_ : underscore</li> <li>  : blank space</li> </ul> </li> </ul>
Articles	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 <a href="#">News Publisher</a> . The article ID of an article is the <code>path</code> of the URL.  In the following example, <code>apple.news</code> is the domain and <code>Agkyw5MsBSCaJXr8T61fKmg</code> is the path.  <code>https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</code>

Issues	<p>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 <a href="#">News Publisher</a>. The Issue ID of an article is the <a href="#">path</a> of the URL.</p> <p>In the following example, apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path.</p> <p><i>https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ</i></p>
Scheduling	<p>The days and times that ads should appear to users, based on user's local time.</p> <p>Campaign flight dates and times are in UTC/GMT by default. Time zones can be edited for each campaign during campaign set up.</p> <p>You can adjust the default campaign time zone for your organization within account settings on Workbench.</p>

## Audience Segments

You have the ability to include or exclude publisher segments or custom segments for your campaigns on Apple News. Audience segment 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 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 are an Apple News publisher, these segments are created for you automatically.

Publisher Segment	Description
Channel	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.
Subscription	Select publishers can include or exclude users who have subscribed to their content via Apple News.
Notifications	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.

### 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 have collected to identify users who have interacted directly with you or your services (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 include 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. On the Custom Segments tab, click Add Segments.
3. Select the type of audience information you are matching. IDFA, Email, or Phone Number.
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 or top of the list depending on your sorting selection.

## Adding or 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 Identifier for Advertising (IDFA), 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 select My Audiences.
2. Go to the Custom Segments tab.
3. Select a segment and click Add Users or Remove Users. You can only edit 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 are 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.
- 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 Identifier for Advertising (IDFA), 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 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 (e.g. 1x1 tracking pixels). Other types of tracking tags including JavaScript, iFrame, or cookie-based trackers are not 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.

### **Additional considerations:**

- Only secure trackers are supported. All tracking URLs must be HTTPS.
- Only viewable impressions are tracked. Campaign level tracking is not supported.
- Third party attribution tracking is 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 from affiliate or referral links are permitted.
- View-through conversion tracking or any other cookie-based counting or tracking methods are not 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 are not supported.
- Due to differences in reporting times and other factors, metrics reported by third party vendors might be different from those reported by Apple.
- Apple reserves the right to prevent the use of any trackers that violate our policies.
- Apple does not 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

The Apple News and Stocks advertising platform does not require cache busting because our proxy does not 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 are 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 uses beyond the display of advertising, such as the the creation and/or operation of an ad network is strictly prohibited and is subject to review by Apple and may be removed at its sole discretion.

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 Ad Formats

- 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

[Google Ad Manager](#) only supports ad tags for standard banner, double banner, large banner, MREC, IAB 300x250 banner, IAB 728x90 banner, interstitial banner, pre-roll video, and outstream video.

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 Apple 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 on Workbench. Fourth party tracking tags are not supported.

The following third party ad tags are supported.

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

You can use Google Campaign Manager ad tags for standard banner, double banner, large banner, MREC, IAB 300x250, and IAB 728x90 ad formats.

## VAST 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 are not 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 are not supported.
- Only VAST 2.0 and 3.0 are supported.
- VPAID is not 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 higher.

## 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.

Event	Action When Fired
creativeView	The first few video frames are loaded.
start	The video ad starts to play.
firstQuartile	The video reaches 25 percent of time played.
midpoint	The video reaches 50 percent of time played.
thirdQuartile	The video reaches 75 percent 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, including all pixels, JS, image, etc. All requests beyond the limit will be ignored.

### Orientation & Rendering

A single ad tag will be used to render all display orientations on devices (e.g. 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 is 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 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_CAMPAIN_NAME%%	Replaced with campaign name.
%%APPLE_NEWS_CAMPAIN_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.

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

Metric	Description
Viewable impressions	When 100 percent 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	When 50 percent of the video ad is displayed and playing on screen for at least two 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 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.

## Checking Inventory

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

Measure	Description
Available inventory	Represents the amount of overall inventory (in impressions) for this set of attributes.
Total Inventory	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 Total Available Impressions 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 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 is not 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.
<i>"We do not have enough data to provide a confident forecast."</i>	You will still see a forecast, but the data should be used for directional purposes only. This may happen for the following reasons. <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 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 <a href="#">Takeovers</a> 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 icon 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 banner	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	Takeover lines can only have outstream assigned to them. One outstream video ad per user is served every two minutes.  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 takeover ad should be accompanied by a matching banner campaign.
Pre-roll video	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 equal.

# 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 the campaign set up.

## 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 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 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.

## 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.
  - Website
  - iTunes
  - News deep link
  - Subscription
  - News issue
  - Apple News+ 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.

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:
  - 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 recent updated information will be displayed on the lower left corner of the Reporting sections.

## Viewing 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.
  - To display data for a different metric, click the Show menu, then choose a metric.
  - To 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.
  - To view data for all ads assigned to the line, click Ads.
  - To view line data by device type, click Devices.
  - To view data about conversions achieved by the ad, click Conversions.
  - To view data about content views for the ad: click Content Views.
  - To 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 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.

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. 50 percent of the video must be visible on-screen for two continuous seconds to record an impression.
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 two 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 five times, the tap destination was opened for more than two seconds. The Confirmed TTR for this instance would be five percent).</p> <ul style="list-style-type: none"> <li>• Conversion: The number of times a specific qualifying event occurred for your ad. Refer to details on qualifying events in Conversion.</li> <li>• Conversion Rate: The number of conversions divided by the number of taps.</li> <li>• Average Time Spent: 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.</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 percent, 25-50 percent, 50-75 percent, or 75-100 percent) 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 percent completion will be included in both the 75-100 percent quartile as well as in the Completes bucket. A view that reaches 60 percent will only be attributed to the 50-75 percent completion bucket. It will not be attributed in the 0-25 percent or 25-50 percent bucket. This is to ensure completion rates are not 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 as in the Completes bucket.</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.

To download data as a CSV file, click Download Report below the date fields on any page.

## Moat

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 1 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](#)



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Cupertino, CA 95014, USA

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