



Workbench and Google Ad Manager 360 Setup Guide

Advertising on Apple News | December 2019

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Workbench and Google Ad Manager 360

[Workbench](#) is an Apple tool for managing ad campaigns on Apple News. Workbench can be integrated with [Google Ad Manager 360](#) to monetize Apple News inventory for publishers. In order to utilize the features required, publishers must be using Google Ad Manager 360.

To traffic ads on Apple News, you'll need to have an [Apple ID](#) and access to Workbench. An Apple ID is the same email address used to access many Apple resources, such as the Apple Online Store, the iTunes Store, the App Store, the Mac App Store, and iCloud. For more details on using Workbench, refer to the [Ad Guide for Publishers](#).

Setup and Configuration

To set up Google Ad Manager on Workbench, complete the following steps.

1. Sign in to [Workbench](#).
2. Click your username on the upper right to display the sub-menu.
3. Choose Ad Settings.
4. On the Ad Settings page, you'll see a 3rd Party Ad Server section. Click Edit, next to Google Ad Manager.
5. Set up [targeting variables](#), [creative templates](#), and [ad units](#).
6. Enter your Network ID/Ad Unit Code for your Google Ad Manager enabled channel(s) to link Workbench to Google Ad Manager.
Note: The Ad Unit code must contain the full path (Top Level + Bottom Level + Ad Unit Code). For example: `The_Today_Times/Apps/Apple_News`.
7. Under Google Ad Manager Traffic Alias, enter an email address for your team alias to notify members of your team of any Google Ad Manager delivery disruptions (for example, Channel suspension, tag rejections, and so on).
8. Click Save.

Setting Up Targeting Key Values

To set up targeting variables in Google Ad Manager, Custom Key Values need to be configured. The following instructions describe the setup process.

1. Sign in to [Workbench](#).
2. Click your username in the upper right to display the sub-menu.
3. Choose Ad Settings.
4. On the Ad Settings page, you'll see a 3rd Party Ad Server section. Click Edit, next to Google Ad Manager.
5. Select "Show all instructions."
6. Under Step 1: Set Up Targeting Key Values in Google Ad Manager, find the available Key Values in the table.
7. Sign in to Google Ad Manager.
8. Choose Inventory from the left menu.
9. Choose Key values.
10. Click New key value and create the new targeting variables according the table shown under Step 1: Set Up Targeting Variables on Google Ad Manager in Workbench.

Note: Ensure that Values Type within each key value is set to either Dynamic or Pre-defined based upon the key values table within Workbench. Additionally, Channel and Section values shouldn't be altered in any way or ads will fail to deliver properly.

Setting Up Creative Templates in Google Ad Manager

To set up Creative Templates specific to Apple News in Google Ad Manager, complete the instructions below.

1. Download Apple News Creative Templates by clicking the Template Packet v4 link.
2. From the Delivery tab in Google Ad Manager, click Creatives, then click Creative Templates.
3. Click New Creative Template, populate the Name field, and then click Import.
4. Go to the folder where your Creative Templates were downloaded and select a Creative Template (.txt) file.
5. Repeat steps 3–4 until each of the Creative Templates has been imported.

Setting Up Ad Units in Google Ad Manager

To set up Ad Units specific to Apple News in Google Ad Manager, proceed with the following instructions.

1. Sign in to Google Ad Manager, and choose Inventory, and Ad Units from the left menu.
2. Create a New Ad Unit.
3. Add an Ad Unit Code and Name for your Ad Unit (for example: Apple News).
4. Select the ad unit size from the Apple News ad formats listed in the table below.
5. Enable **Special Ad Unit**. Note: This is **required** so that your non-Apple News line items don't run on Apple News.
6. Click Save.

Apple News Ad Types	Apple News Ad Formats	Google Ad Manager Ad Unit/Line Item Size	Device(s)
Display Banner Ads	Standard Banner	1242 x 166	iPhone/iPod touch
	Standard Banner	1536 x 132	iPad/Mac
	Double Banner	1242 x 332	iPhone/iPod touch
	Double Banner	1536 x 264	iPad/Mac
	Large Banner	1242 x 699	iPhone/iPod touch
	Large Banner	1536 x 864	iPad/Mac
	Medium Rectangle Banner (MREC)	900 x 750	iPhone/iPod touch iPad/Mac
	IAB 300 x 250	300 x 250	iPhone/iPod touch
	IAB 320 x 320	320 x 320	iPhone/iPod touch
	IAB 320 x 50	320 x 50	iPhone/iPod touch
	IAB 728 x 90	728 x 90	iPad/Mac
	IAB 970 x 250	970 x 250	iPad/Mac
	IAB 300 x 600	300 x 600	iPhone/iPod touch
	Interstitial Banner	1242 x 2208 (Portrait) 2208 x 1242 (Landscape)	iPhone/iPod touch
Interstitial Banner	1536 x 2048 (Portrait) 1536 x 2048 (Landscape)	iPad/Mac	
Video Ads	Pre-roll Video	1080 x 1920 - (9:16) 1080 x 1080 - (1:1) 1920 x 1080 - (16:9)	iPhone/iPod touch iPad/Mac
	Outstream Video	1920 x 1080 (16:9)	iPhone/iPod touch iPad/Mac
Native Ads	Sponsored Content (Native)	111 x 111	iPhone/iPod touch

Note: You only need to create one Apple News ad unit for all of your Apple News inventory for each channel. You must download the latest Template Packet available in Workbench Ad Settings, and import the template into Google Ad Manager to ensure access to all support Apple News ad formats.

Only supported ad sizes (listed above) should be configured. Any other unit value input will cause an error in setup.

Run of Network (RON)

Trafficking a RON line item to the Apple News inventory through Google Ad Manager can be accomplished through either one of the following methods.

- Configure the Apple News Ad Unit in Google Ad Manager to be Special Ad Unit and set it to Yes.
- Set the Creative Level Targeting in Google Ad Manager to target Apple News creatives.

Supported Ad Type, Formats, and Tags

Third-party served ads will display within articles and channels on Apple News in the following locations.

- Publisher channel
- Publisher article
- Swiping between publisher articles

Ad Types

The following Workbench ad types are available on Google Ad Manager:

- Banners
- Video
- Native

Workbench Ad Formats for Google Ad Manager

The following Workbench ad formats are supported in Google Ad Manager:

- Standard banner
- Double banner
- Medium rectangle (MREC) banner
- Large banner
- Interstitial banner
- IAB 300 x 250
- IAB 320 x 320
- IAB 320 x 50
- IAB 728 x 90
- IAB 970 x 250
- IAB 300 x 600
- Outstream video
- Pre-roll video
- Sponsored content (native)

Sponsored Content (Native)

Sponsored content (native) ads will display directly in the content feeds and at the end of an article on the Apple News app. Font styling will be set by the Apple News app. This ad format is available for iPhone devices running on iOS 11 and later.

An Apple News Article ID is needed to create a sponsored content (native) ad. This ad format could include the publisher's logo, image from the article, and an article excerpt. The article headline and advertiser's name are optional.

If an article headline isn't provided in Google Ad Manager, the ad will utilize the article's headline. If an advertiser's name isn't provided, the user will see "Sponsored" on the ad. The ad destination can only be a channel or article on the Apple News app.

Refer to the [Ad Specifications for Apple News](#) for more details on sponsored content (native) ads.

Third-Party Ad Tags and VAST Tags

Third-party ad tags and VAST tags can be used 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.

For detailed specifications and supported vendors, refer to [Ad Specifications for Apple News](#).

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

Testing Third-Party Ad Tags

For ads running on Apple News utilizing any third-party ad tags, it's recommended to test your ads through the [Workbench Ad Tester](#) on a supported iOS device. For specific steps, refer to the section Testing Third-Party Ad Tags in the [Ad Specifications for Apple News](#).

There are a few basic actions to take if you experience difficulties testing third-party ad tags.

- Make sure you're using a supported third-party ad tags.
- Don't include macros in your ad tags.
- Verify that your Apple News [creative templates](#) are current.
- If a third-party ad tag isn't rendering as expected and is only utilizing supported features/methods, contact your third-party ad tag vendor directly for support.
- If there are discrepancies between Google Ad Manager and your vendor's reporting or no impressions are reported, contact the third-party ad tag vendor directly for support.

Inventory and Ad Serving

When Google Ad Manager is enabled in Workbench, [Google Ad Manager formats](#) for direct sold campaigns are supported. Apple News display ad inventory won't be available in Workbench for direct sold campaigns. This ensures that Google Ad Manager can honor delivery guarantees.

Publishers will continue to be able to access Workbench to set up house campaigns and adjust ad settings for Apple News. House campaigns can be trafficked through either Workbench or Google Ad Manager. All ad formats for house campaigns are available for trafficking through Workbench.

To utilize specific ad types or ad formats in Workbench for direct sold campaigns, you'll need to disable Workbench integration with Google Ad Manager for all channels from Workbench Ad Settings.

Ad Serving Priority

If backfill is enabled and Google Ad Manager is enabled for a channel, the priority of ad serving is in the following order:

- **First:** Publisher direct sold campaigns through Google Ad Manager
- **Second:** Reseller backfill campaigns
- **Third:** Publisher house campaigns through Google Ad Manager
- **Fourth:** Publisher house campaigns through Workbench
- **Fifth:** Apple house campaigns

Forecasting

Publishers can enable forecasting in Google Ad Manager by configuring a forecasting pixel line item. However, it's important to note that Google Ad Manager is unable to take all Apple News delivery factors into account when producing forecasts. As a result, forecasts may vary significantly from actual supply.

Note: Google may charge a fee for using a forecasting pixel. Please contact your Google representative for details.

Use the following steps to set up a forecasting pixel line item:

1. Sign in to Google Ad Manager.
 2. Choose Delivery from the left menu, and click Orders.
 3. Choose New Order and start entering the required information into the designated fields shown.
 4. Enter the following information for New Line Item:
 - **Inventory sizes:** Select from available banner, video, and native ad unit sizes, as listed in [Setting up Ad Units in Google Ad Manager](#).
 - **Note:** Forecasting pixel line items will work for supported video ads. You don't need to add the Apple VAST Tag creative template to get a forecasting pixel line item to work.
 - **Line Type:** House (Priority: 16)
 - **Start Time:** Immediately
 - **End Time:** Unlimited
 - **Goal:** 100 percent of remaining impressions
 - **Targeting:** Include all Apple News ad units that you've created
 5. Click Save.
 6. Choose Creative from the left menu.
 7. Click New creative.
 8. Click Standard creative template, then select Forecasting Pixel from the menu.
 9. Click Continue and enter the required information into the designated fields.
 10. Click Save.
 11. Repeat step 7-12 and create one new creative for each respective inventory sizes that have been created.
- Allow up to one month for the effects to be fully reflected within the Google Ad Manager forecasting tool.

Delivery Frequency

All frequency cap durations shorter than 30 days are supported and have a one month max duration. A non-persistent unique ID is shared with Google Ad Manager that has a 30 day TTL (Time to Live) and is refreshed on a user level every 30 days. This is because IDFA isn't shared with Google due to [Apple Privacy Policy](#).

Creating An Order on Google Ad Manager

Order creation and trafficking in Google Ad Manager for Apple News will generally follow the standard Google Ad Manager setup flow. This section will outline the variations to this setup.

Follow these steps to set up an order in Google Ad Manager for Apple News inventories.

1. Sign in to Google Ad Manager.
2. Choose Delivery from the left menu and click Orders.
3. Choose New Order.
4. Input your order information to create an order.

Note: Inventory size must be a supported Ad Size for Apple News.

Inventory Sizes (Ad Sizes)

For ads served through Google Ad Manager to run on Apple News, there are unique ad sizes. In Google Ad Manager, within the Inventory Sizes field, you'll need to add one or more of the available Apple News ad sizes as listed in [Setting up Ad Units in Google Ad Manager](#).

Note: [Ad Sizes](#) are value requests sent by the Apple News client to Google Ad Manager. A line item can serve multiple creative formats. To do this, create a line item that contains more than one ad size.

Refer to the [Ad Specifications for Apple News](#) for details on creative ad format dimensions.

Targeting Dimensions

The following targeting dimensions are supported for ads served on Apple News through Google Ad Manager. Selecting any non-supported targeting dimensions will result in your line(s) failing to deliver. This event will not trigger any email notifications to your traffic alias.

Key Values

The following key values are supported for ads served on Apple News through Google Ad Manager.

Key	Values	Description
Age Range	<p>Available age range values:</p> <ul style="list-style-type: none"> • 18_to_20 • 21_to_24 • 25_to_34 • 35_to_44 • 45_to_49 • 50_to_54 • 55_to_64 • 65_and_Over • 18_to_20_or_Unknown • 21_to_24_or_Unknown • 25_to_34_or_Unknown • 35_to_44_or_Unknown • 45_to_49_or_Unknown • 50_to_54_or_Unknown • 55_to_64_or_Unknown • 65_and_Over_or_Unknown 	<p>Age Range is a pre-defined key: AN_Age.</p> <p>In Canada, the minimum ago for targeting is 19. If 18–20 age targeting is selected, age 18 will be excluded.</p>
Apps	<ul style="list-style-type: none"> • News • Stocks 	<p>Apps is a pre-defined key: AN_App available to a subset of publishers to run ads in the Stocks app.</p>
Article ID	<p>To target articles, use the URL consisting of the domain and the Article ID as the path.</p> <p>For example, https://apple.news/Agkyw5MsBSCaJXr8T61fKmg where apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path.</p> <p>Article IDs are obtained by previewing an article in Apple News Publisher.</p>	<p>Article ID is free-form text used to identify an article that you want to use for targeting: AN_Article_ID.</p>
Channel	<p>Channels are unique to each publisher.</p>	<p>Channel is a pre-defined key: AN_Channel used to target your channels.</p>
Devices	<p>For Manufacturer/device (mobile apps only) > Apple targeting.</p> <p>Refer to the Ad Specifications for Apple News for a list of the most current supported devices.</p>	<p>Devices not listed in the most current specification document will not be supported and should not be used as a targeting value.</p>
Gender	<p>Available gender values:</p> <ul style="list-style-type: none"> • Male • Female • Male_or_Unknown • Female_or_Unknown 	<p>Gender is a pre-defined key: AN_Gender.</p>

Geography	<p>Available values:</p> <ul style="list-style-type: none"> • AU • UK • CA • US (City, State, and DMA) 	<p>Geo is based on the center-point of the latitude/longitude of the zip code of the iTunes registered home address of the users at the finest granularity. Geo will never be the user's current location, per Apple Privacy Policy.</p>
Inventory	<p>Select only the Apple News Ad Unit from within the Google Ad Manager targeting module for targeting.</p>	<p>Only one single Google Ad Manager Ad Unit is needed for all channels/sections that you have on Apple News.</p>
Issue ID	<p>To target issues, use the URL consisting of the domain and the Issue ID as the path.</p> <p>For example, https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ where apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path.</p> <p>Issue IDs are obtained by previewing the issue in Apple News Publisher.</p>	<p>Issue ID is free-form text corresponding to a magazine issue that you want you want to use for targeting: AN_Issue_ID.</p>
Operating System	<p>Apple News supports monetization of inventory for devices running iOS 10.3 and later and MacOS 10.14 and later.</p>	
Preroll/ Outstream	<p>Available values:</p> <ul style="list-style-type: none"> • Outstream • Pre-roll 	<p>Enables Google Ad Manager to differentiate video types. If you have forecasting pixel enabled with Google Ad Manager, you can use these targeting options for forecasting.</p> <p>Pre-roll/Outstream is a pre-defined key: AN_Adtype.</p>
Section	<p>Google Ad Manager has a 40 character count limitation for Values. Value input over 40 characters won't be accepted by the system. Channel/Section names that are over the 40 character count limit will have to be updated.</p> <p>Example: The_Daily_Post/Top_Stories</p>	<p>Section is a pre-defined key: AN_Section.</p>

For pre-defined values, use the following steps to copy the targeting key values.

1. Sign in to [Workbench](#).
2. Click your account name in the upper right corner.
3. Choose Ad Settings.
4. Click Edit for Google Ad Manager in 3rd Party Ad Server.
5. Follow the instructions in Step 1: Set Up Targeting Key Values in Google Ad Manager.

Unsupported Dimensions: Connection/Mobile Application

Targeting for Connection or Mobile application isn't supported for Apple News through Google Ad Manager. Setting any of these key values will prevent your line from being served.

Custom ANF Key-Value Targeting

Publishers can target Custom ANF Key-Values in their ANF articles through Google Ad Manager. In order to target groups of articles, you must first mark up the ANF articles with the campaignData metadata property. Refer to [Metadata for ANF articles](#) for additional details.

For example an article has the following properties:

```
"campaignData": {"sport":["football"], "event":["Superbowl"],  
"author":["John Appleseed"]}
```

Then, an ad that is targeting either "sport=football", "event=Superbowl", or "author=John Appleseed" will be eligible to show in those articles.

Setting Up Custom ANF Key-Value Targeting on Google Ad Manager

1. Sign in to Google Ad Manager.
2. Choose Inventory from the left menu.
3. Choose Key-values.
4. Select New key-value.
5. Enter the Name (e.g. "sport" or "event").
6. Enter a Display Name.
7. Set Value Type to either:
 - **Dynamic:** Pass targeting values dynamically into an ad tag based on information you collect.
 - **Pre-defined:** Enter your own predefined values. The key-value remains hard-coded in the ad tag.

Creative Templates

Some of the ads served on Apple News through Google Ad Manager utilize non-standard creatives. Therefore, the creative setup in Google Ad Manager will require custom creative templates. Follow the instructions [Setting Up Ad Units in Google Ad Manager](#) to import the Apple News creative templates.

Template Name	Apple News Ad Formats	Google Ad Manager Ad Unit/Line Item Size	Device(s)
Apple News Image or Apple News Tag	Standard Banner	1242 x 166	iPhone/iPod touch
	Standard Banner	1536 x 132	iPad/Mac
	Double Banner	1242 x 332	iPhone/iPod touch
	Double Banner	1536 x 264	iPad/Mac
	Large Banner	1242 x 699	iPhone/iPod touch
	Large Banner	1536 x 864	iPad/Mac
	Medium Rectangle Banner (MREC)	900 x 750	iPhone/iPod touch iPad/Mac
	IAB 300 x 250	300 x 250	iPhone/iPod touch
	IAB 320 x 320	320 x 320	iPhone/iPod touch
	IAB 320 x 50	320 x 50	iPhone/iPod touch
	IAB 728 x 90	728 x 90	iPad/Mac
	IAB 970 x 250	970 x 250	iPad/Mac
	IAB 300 x 600	300 x 600	iPhone/iPod touch
	Interstitial Banner	1242 x 2208 (Portrait) 2208 x 1242 (Landscape)	iPhone/iPod touch
Interstitial Banner	1536 x 2048 (Portrait) 1536 x 2048 (Landscape)	iPad/Mac	
Apple News VAST	Pre-roll Video	1080 x 1920 - (9:16) 1080 x 1080 - (1:1) 1920 x 1080 - (16:9)	iPhone/iPod touch iPad/Mac
	Outstream Video	1920 x 1080 (16:9)	iPhone/iPod touch iPad/Mac
Apple News Native	Sponsored Content (Native)	111 x 111	iPhone/iPod touch

Creatives

Available creative formats for Google Ad Manager will follow the same specification as noted in the [Ad Specifications for Apple News](#). Also refer to [Advertising on Apple News Content Guidelines](#) for creatives guidelines.

Adding Creatives

When adding creatives to a line item for Apple News, proceed with the following steps.

1. From the main menu, choose Delivery.
2. Click Creatives.
3. Choose New Creative.
4. Input the Advertiser.
5. Choose the Custom creative template option.
6. Choose from one of the Creative Templates.

Note: If a creative is rejected during the ad auditing process, you'll need to recreate the creative and traffic out the new creative ensuring it has a new creative ID. Creatives are blocked according to their Creative ID(s).

Creative Template Attribute Definitions

The following definitions are for the Apple News specific attributes found within every Apple News Creative Template. Refer to the [Ad Guide for Publishers](#) for additional details on any of the attributes listed below.

Attribute	Description
AN Line-Type	Supported line types: standard or house. Line types impact serving priority.
AN Size (Image and Tag Templates only)	Supported Apple creative types vary by template.
AN Category	Advertiser category for the creative. See the section Age-restricted campaign categories in the Ad Guide for Publishers for sensitive category restrictions. For House campaign(s), it is recommended to select News — Publisher Promotions & Subscription for AN Category to help clarify reporting readouts.
Portrait File (Image Templates only)	The portrait file for the creative type being uploaded.
Tap Destination (Image Templates only)	The tap-through URL for the image you uploaded. Refer to Tap Destination for details.
Third-Party Ad Tag (Image Templates only)	A third party ad tag from a supported ad tag vendor for Apple News.
Third-Party Click URL 1 & 2	Third-party click URL for your image or tag. Refer to Supported Ad Tag Vendors .
Third-Party Imp URL 1 & 2	Third-party impression URL for your image or tag. Refer to Supported Ad Tag Vendors .

Ad Destinations

All banner and sponsored content ads must include an ad destination. Ad destinations are optional for video ads.

Destination	Description																														
Website	Enter a URL for the website that you want to take users to after they have tapped on your ad.																														
Apple Media Products	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.																														
News Deep Link	Enter the URL for the article or channel that you want to take users to on the Apple News app. (for example, https://apple.news/...)																														
Article ID	<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 News Publisher. Use the Article ID as the path of the URL.</p> <p>In the following example, apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path. https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</p>																														
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'll need to preview the issue in Apple News Publisher. Use the Issue ID as the path of the URL.</p> <p>In the following example, apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path. https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ</p>																														
Subscription	<p>Choose from the list of available channels. Publishers can set the tap destination to allow users to subscribe to their channel(s). In order to set the tap destination as subscription, append /subscription as the path of an Apple News channel's URL. For example: https://apple.news/RZB1-QdjS1jg1wsY9g7LyQ/subscription</p> <p>Note: Conversion metrics and publisher's subscription segments for Apple News subscription are not available through Google Ad Manager.</p> <p>Ad destinations with special characters must be encoded before saving to Workbench. Google Ad Manager for Apple News supports websites and subscriptions as tap destinations. Tap destinations won't function properly if they contain special characters and are not encoded to the following values.</p> <table border="1"> <thead> <tr> <th>Ad Destination Value</th> <th>Replacement Value</th> </tr> </thead> <tbody> <tr> <td><</td> <td>%3C</td> </tr> <tr> <td>></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> <tr> <td>~</td> <td>%7E</td> </tr> </tbody> </table>	Ad Destination Value	Replacement Value	<	%3C	>	%3E	"	%22	#	%23	%	%25	{	%7B	}	%7D		%7C	\	%5C	^	%5E	`	%60	[%5B]	%5D	~	%7E
Ad Destination Value	Replacement Value																														
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>	%3E																														
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Managing Campaigns

Once you've gone through your set up and configuration, it's recommended to run a test campaign to ensure ads are delivering properly to your Apple News channel(s).

If your campaign isn't running and/or the line isn't delivering as expected, check the following:

Workbench—Check Channel Setup

1. Sign in to [Workbench](#).
2. Click your username in the upper right to display the sub-menu.
3. Choose Ad Settings.
4. Next to Google Ad Manager, click Edit and confirm each of the following:
 - All [Key Values](#) have been copied into Google Ad Manager.
 - All [Creative Templates](#) have been downloaded and imported into Google Ad Manager.
 - The [Apple News Ad Unit\(s\)](#) created and saved in Google Ad Manager include at least one or more of the supported ad unit sizes for Apple News. See [Setting Up Ad Units in Google Ad Manager](#) for complete list.
 - Google Ad Manager is linked to Workbench by pasting the Google Ad Manager Network ID/Ad Unit Code into the Google Ad Manager Setup page.

Note: The ad unit code is alphanumeric and custom created during step 3 of the configuration steps.

If you're still encountering issues with your campaign(s) and/or line(s) and you've checked the above areas, contact [Apple Care](#).

Google Ad Manager—Check Channel, Line, and Ad Setup

1. Ensure all [targeting dimensions](#) for this campaign are supported. A Line won't serve if there are other dimensions selected.
2. Make sure Apple News Ad Unit is selected. Within Google Ad Manager, on your Line setup, ensure Apple News Ad Unit is selected within Ad Targeting.
3. Ensure all Inventory Sizes are supported. Apple News supports 18 ad unit sizes. See [Setting Up Ad Units in Google Ad Manager](#) for a complete list. Any other ad sizes could prevent the line from delivering properly.
4. Make sure Ad Unit Size is correctly assigned. In Google Ad Manager, ensure the creative has the accurate values attributed to Ad Unit Size.
5. Make sure you've enabled Special Ad Unit for Apple News ad unit, as this is required to ensure your non-Apple News line items don't run on Apple News.

See also the [Google Ad Manager help](#) for additional functionality.

Line Prioritization

For campaigns running on both Workbench and Google Ad Manager, any Workbench line running unsupported Google Ad Manager ad formats won't compete with Google Ad Manager lines. Google Ad Manager lines will take precedence over pre-existing Workbench lines with the same ad formats. As a result, legacy Workbench lines may begin to underserve if competing Google Ad Manager lines are created. See [Ad Serving Priorities](#) for details on the order of how lines will serve on Apple News for Google Ad Manager supported ad units. Google Ad Manager line items can only be edited from within Google Ad Manager (for example, pausing, trafficking, and so on).

Note: Authorized Buyers from Google Ad Manager and third-party backfill isn't supported.

Takeovers

If you're using Google Ad Manager to traffic takeover (sponsorship) lines, you must turn off all other lines and disable backfill. This doesn't apply when booking takeover lines through Workbench or APIs.

Reporting

Reporting for Google Ad Manager ad serving is handled through Google Ad Manager. Workbench won't factor in booked impressions from Google Ad Manager. Overall, Workbench reporting won't account for any Google Ad Manager campaign activities. If you're seeing discrepancies with reporting, a first step is to verify that all reports are utilizing the same time zone and date ranges. See also [Google Ad Manager for Publishers Help](#).

Workbench reporting includes metrics for lines created exclusively through Workbench. Publishers can also measure Moat attention metrics on viewable impressions delivered within Apple News. Refer to the Reporting section in the [Ad Guide for Publishers](#) for additional details.

Disabling Google Ad Manager

The following instructions will disable Google Ad Manager from Workbench.

1. Sign in to [Workbench](#).
2. Click your username in the upper right to display the sub-menu.
3. Choose Ad Settings.
4. On the Ad Settings screen, you'll see a section for 3rd Party Ad Server.
5. Select channels to disable.

Third-Party Ad Tracking

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

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

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

Additional Considerations

- Only secure trackers are supported. All tracking URLs must be HTTPS.
- Only viewable impressions are tracked. Campaign-level tracking isn't supported.
- Third-party attribution tracking isn't supported.
- Third-party tracking results aren't certified by Apple. It's up to the user to validate results.
- Apple isn't responsible for any third-party ad serving fees.
- Click re-directs from affiliate or referral links are permitted.
- View-through conversion tracking or any other cookie-based counting or tracking methods aren't supported.

- Use unique tracking URLs for clicks and impressions. Otherwise, duplicative URLs could result in double counting in your reports.
- Click tracking is only supported for ads with tap destinations. Non-tappable ads aren't supported.
- 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 doesn't allow tags that exhibit malicious behavior. In addition, attempts to do any of the following will be blocked:
 - Setting cookies
 - Collecting any data other than impression or click counts
 - Fourth-party tracking
 - Third-party attribution

Cache-Busting

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

Additional Resources and Support

- [Ad Guide for Publishers](#)
- [Ad Specifications for Apple News](#)
- [Content Guidelines for Publishers](#)
- [Google Ad Manager Help for Publishers](#)
- [Google Ad Manager support email](#)
- [Apple Care for Workbench support](#)



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