Workbench and Google Ad Manager Setup Guide

Advertising on Apple News

April 2019
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</tbody>
</table>
Workbench and Google Ad Manager

Workbench is an Apple tool for managing ad campaigns on Apple News. Workbench can be integrated with Google Ad Manager to monetize Apple News inventory for publishers.

To traffic ads on Apple News, 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 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. Select Ad Settings.
4. On the Ad Settings page, you will see a section for 3rd Party Ad Server. 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 (e.g. Channel suspension, tag rejections, etc.).
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 set up process.

1. Sign in to Workbench.
2. Select 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 section for 3rd Party Ad Server. Select 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 shown.
7. Sign in to Google Ad Manager.
8. Choose on Inventory from the left menu.
9. Select Key-values.
10. Click New Key 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 Pre-defined or Free-form based upon the key values table within Workbench. Additionally, Channel and Section values should not 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 Template Packet v3 link.
2. From the “Delivery” tab in Google Ad Manager, select Creatives, and click Creative Templates.
3. Choose New Creative Template, populate the Name field, and then click Import.
4. Go to the directory/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.
2. Choose Inventory from the left menu.
3. Select Ad Units.
4. Select New Ad Unit and enter the required information within the designated fields displayed.
   • Only one Google Ad Manager Ad Unit is needed for all channels/sections that you have on Apple News.
   • For Sizes, make sure to input the correct Apple News Ad Sizes.
   • Mark Special Ad Units in order to avoid trafficking non-Apple News line items to Apple News.
   • Available Ad Sizes in Google Ad Manager
Note: Ad Units do not need to be input in any particular level. Only Ad Sizes listed above should be configured. Any other unit value input will cause an error in setup. Refer to the Ad Sizes in Google Ad Manager section for further details on ad sizes and supported Workbench Ad Formats for Google Ad Manager.

5. Click Save.

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

- Configure the Apple News Ad Unit in Google Ad Manager to be Special Ad Unit and set it to Yes.

or

- Set the Creative Level Targeting in Google Ad Manager to target Apple News creatives.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner - iPhone</td>
<td>375x50</td>
</tr>
<tr>
<td>Banner - iPad</td>
<td>768x66</td>
</tr>
<tr>
<td>Interstitial - iPhone</td>
<td>375x554</td>
</tr>
<tr>
<td>Interstitial - iPad</td>
<td>768x960</td>
</tr>
<tr>
<td>Native - iPhone</td>
<td>111x111</td>
</tr>
<tr>
<td>Native - iPad</td>
<td>111x111</td>
</tr>
<tr>
<td>Native - iPhone/iPad</td>
<td>111x111</td>
</tr>
<tr>
<td>Video(1:1) - iPhone/iPad</td>
<td>1080x1080</td>
</tr>
<tr>
<td>Video(16:9) - iPhone/iPad</td>
<td>1920x1080</td>
</tr>
<tr>
<td>Video(9:16) - iPhone/iPad</td>
<td>1080x1920</td>
</tr>
</tbody>
</table>
Supported Ad Type, Formats, and Tags

Ad Display
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
- Interstitial
- Video
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
- Sponsored content (native)
- IAB 300x250 banner
- IAB 728x90 banner
- Outstream video
- Pre-roll video

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 devices running on iOS 11 and above.

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 no article headline is provided on Google Ad Manager, the ad will utilize the article's headline. If an advertiser’s name is not 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.
**Ad Sizes in Google Ad Manager**

Ad Sizes are value requests sent by the Apple News client to Google Ad Manager. These values are not representative of the actual creative ad format dimensions. Refer to the Ad Specifications for Apple News for details on actual creative ad format dimensions. Below is a mapping of Google Ad Manager Ad Sizes to Workbench Ad Formats.

<table>
<thead>
<tr>
<th>Use the following values with Ad Manager line items and ad units.</th>
<th>Use the following values when dealing with the creative template attribute AN Size.</th>
<th>Supported Devices for Google Ad Manager.</th>
</tr>
</thead>
<tbody>
<tr>
<td>375x50</td>
<td>• Standard Banner</td>
<td>iPhone</td>
</tr>
<tr>
<td></td>
<td>• Double Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Medium Rectangle (MREC) Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Large Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• IAB 300x250 Banner</td>
<td></td>
</tr>
<tr>
<td>375x554</td>
<td>Interstitial Banner</td>
<td>iPhone</td>
</tr>
<tr>
<td>768x66</td>
<td>• Standard Banner</td>
<td>iPad</td>
</tr>
<tr>
<td></td>
<td>• Double Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Medium Rectangle (MREC) Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Large Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• IAB 728x90 Banner</td>
<td></td>
</tr>
<tr>
<td>768x960</td>
<td>Interstitial Banner</td>
<td>iPad</td>
</tr>
<tr>
<td>111x111</td>
<td>Sponsored Content (Native)</td>
<td>iPhone, iPad</td>
</tr>
<tr>
<td>1920x1080</td>
<td>• Outstream Video (16:9)</td>
<td>iPhone, iPad</td>
</tr>
<tr>
<td></td>
<td>• Pre-Roll Video (16:9)</td>
<td></td>
</tr>
<tr>
<td>1080x1080</td>
<td>Pre-Roll Video (1:1)</td>
<td>iPhone, iPad</td>
</tr>
<tr>
<td>1080x1920</td>
<td>Pre-Roll Video (9:16)</td>
<td>iPhone, iPad</td>
</tr>
</tbody>
</table>
Supported Third Party Ad Tag Vendors
The following third party ad tag vendors are supported:

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

Supported Third Party VAST Tag Vendors
The following third party VAST tag vendors are supported:

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

Testing Third Party Ad Tags
For ads running on Apple News utilizing any third party ad tags, it is 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 are using a supported third party ad tags.
- Verify your Apple News creative templates are current.
- If a third party ad tag is not rendering as expected and is only utilizing supported features/methods, then 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 on Workbench, Google Ad Manager formats for direct sold campaigns are supported. Apple News display ad inventory will not be available on 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 on Workbench for direct sold campaigns, then you will need to disable Workbench integration with Google Ad Manager for all channels.

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

Forecasting for line items targeting ad types supported by Google Ad Manager should be done within Google Ad Manager. Google Ad Manager and Workbench leverage different forecasting methodologies. Therefore, numbers forecasted in Google Ad Manager will differ from numbers forecasted through Workbench. Forecasted availabilities in Google Ad Manager will likely be higher. Therefore, there will be a risk of lines being underdelivered based on the Google Ad Manager values.

To get more accurate availability forecasts through Google Ad Manager, you can set up a forecasting pixel line item as follows.

1. Sign in to Google Ad Manager.
2. Choose Delivery from the left menu.
3. Select Orders.
4. Select New Order and start entering the required information into the designated fields shown.
5. Enter the following information for New Line Item:
Inventory sizes: 375x50, 375x554, 768x66, 768x960, 111x111, 1080x1920, 1080x1080, 1920x1080

Note: Forecasting pixel line items work for video using the following inventory sizes: 1080x1920, 1080x1080, 1920x1080. You do not 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

6. Click Save.
7. Choose Creative from the left menu.
8. Select Add Creative.
9. Choose the user-defined template.
10. Select Forecasting Pixel from the menu.
11. Click Continue.
12. Enter the required information into the designated fields shown and click Save.

Once a Forecasting Pixel Line Item is live, improvements in the Google Ad Manager forecasting could become evident in the short term. Allow up to 28 days to be automatically 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 is not shared with Google due to Apple Privacy Policy.

**Order Creation And Trafficking**

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.
Creating An Order on Google Ad Manager

To set up an order in Google Ad Manager for Apple News inventories proceed with the following steps.

1. Sign in to Google Ad Manager.
2. Choose Delivery from the left menu and select Orders.
3. Select 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. On Google Ad Manager, within the Inventory Sizes field, you will need to add one or more of the available Apple News ad sizes:

- 375x50 (Banner - iPhone)
- 768x66 (Banner - iPad)
- 375x554 (Interstitial - iPhone)
- 768x960 (Interstitial - iPad)
- 111x111 (Native - iPhone)
- 111x111 (Native - iPad)
- 111x111 (Native - iPhone/iPad)
- 1080x1920 (Video - 9:16 - iPhone/iPad)
- 1080x1080 (Video - 1:1 - iPhone/iPad)
- 1920x1080 (Video - 16:9 - iPhone/iPad)

Note: Ad Sizes are value requests sent by the Apple News client to Google Ad Manager. These reference sizes/values are not representative of the actual creative ad format dimensions. A line item can serve multiple creative formats. To do this, create a line item that contains more than one ad size (e.g. 375x50 {Banner - iPhone} and 768x66 {Banner - iPad}).

Refer to the Ad Specifications for Apple News for details on creative ad format dimensions. Refer to Ad Sizes for the corresponding supported Workbench ad formats.
### 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.

<table>
<thead>
<tr>
<th>Key</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Range</td>
<td>Available age range values:</td>
<td>Age Range is a pre-defined key: AN_Age.</td>
</tr>
<tr>
<td></td>
<td>• 18_to_20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 21_to_24</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 25_to_34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 35_to_44</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 45_to_49</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 50_to_54</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 55_to_64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 65_and_Over</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 18_to_20_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 21_to_24_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 25_to_34_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 35_to_44_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 45_to_49_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 50_to_54_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 55_to_64_or_Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 65_and_Over_or_Unknown</td>
<td></td>
</tr>
<tr>
<td>Apps</td>
<td>• News</td>
<td>Apps is a pre-defined key: AN_App available to a subset of publishers to run ads in the Stocks app.</td>
</tr>
<tr>
<td></td>
<td>• Stocks</td>
<td></td>
</tr>
</tbody>
</table>
| **Article ID** | To target articles, use the URL consisting of the domain and the Article ID as the path.  
For example, https://apple.news/Agkyw5MsBSCaJXr8T61fKmg where apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path.  
Article IDs are obtained by previewing an article in Apple News Publisher. | Article ID is free-form text used to identify an article that you want to use for targeting: AN_Article_ID. |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Channel</strong></td>
<td>Channels are unique to each publisher.</td>
<td>Channel is a pre-defined key: AN_Channel used to target your channels.</td>
</tr>
</tbody>
</table>
| **Devices** | For Manufacturer/device (mobile apps only) > Apple targeting.  
Refer to the Ad Specifications for Apple News for a list of the most current supported devices. | Devices not listed in the most current specification document will not be supported and should not be used as a targeting value. |
| **Gender** | Available gender values:  
• Male  
• Female  
• Male_or_Unknown  
• Female_or_Unknown | Gender is a pre-defined key: AN_Gender. |
| **Geography** | Available values:  
• AU  
• UK  
• US (City, State, and DMA) | 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. |
| **Inventory** | Select only the Apple News Ad Unit from within the Google Ad Manager targeting module for targeting. | Only one single Google Ad Manager Ad Unit is needed for all channels/sections that you have on Apple News. |
| Issue ID | To target issues, use the URL consisting of the domain and the Issue ID as the path.  
For example, https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ where apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path.  
Issue IDs are obtained by previewing the issue in Apple News Publisher. | Issue ID is free-form text corresponding to a magazine issue that you want you want to use for targeting: AN_Issue_ID. |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating System</td>
<td>Apple News supports monetization of inventory for devices running iOS 10.3 and above and MacOs 10.14 and above.</td>
<td></td>
</tr>
</tbody>
</table>
| Preroll/Outstream | Available values:  
• outstream  
• preroll | 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.  
Preroll/Outstream is a pre-defined key: AN_Adtype. |
| Section | Google Ad Manager has a 40 character count limitation for Values. Value input over 40 characters will not be accepted by the system. Channel/Section names that are over the 40 character count limit will have to be updated.  
Example: The_Daily_Post/Top_Stories | Section is a pre-defined key: AN_Section. |

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. Select Ad Settings.
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 is not 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. Select Key-Values.
4. Select New Key.
5. Enter the Name (e.g. "sport" or "event").
6. Enter a Display Name.
7. Set Value Type to either:
   - Free-form: Enter the targeting values when creating line items or checking inventory.
   - Pre-defined: Click Add Values and enter the values to be set as the predefined targeting values.
### Creative Templates

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 each Apple News specific creative templates.

<table>
<thead>
<tr>
<th>Template Name</th>
<th>Supported Format(s)</th>
</tr>
</thead>
</table>
| AN Banner Image.txt           | • Standard banner (iPhone and iPad)  
                              | • Double banner (iPhone and iPad)  
                              | • Large banner (iPhone and iPad)  
                              | • Medium rectangle banner (MREC) (iPhone and iPad)  
                              | • IAB 300x250 banner (iPhone only)  
                              | • IAB 728x90 banner (iPhone only) |
| AN iPhone Banner Tag.txt      | • Standard banner  
                              | • Double banner  
                              | • Large banner  
                              | • Medium rectangle banner (MREC)  
                              | • IAB 300x250 banner |
| AN iPad Banner Tag.txt        | • Standard banner  
                              | • Double banner  
                              | • Large banner  
                              | • IAB 728x90 banner |
| AN iPhone Interstitial Image.txt | Interstitial banner |
| AN iPhone Interstitial Tag.txt | Interstitial banner |
| AN iPad Interstitial Image.txt | Interstitial banner |
| AN iPad Interstitial Tag.txt  | Interstitial banner |
| Apple News VAST Tag.txt       | • Pre-roll video  
                              | • Outstream video |
| Apple News Native.txt         | Apple News sponsored content (native) |
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. Select Creatives.
3. Click Add Creatives.
4. Input the Advertiser.
5. Select the User-defined template option.
6. Select one of the following Creative Templates.

Note: If a creative is rejected during the ad auditing process, you will 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.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AN Line-Type</td>
<td>Supported line types: standard or house. Line types impact serving priority.</td>
</tr>
<tr>
<td>AN Size (Image and Tag Templates Only)</td>
<td>Supported Apple creative types vary by template.</td>
</tr>
<tr>
<td>AN Category</td>
<td>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 &amp; Subscription for AN Category to help clarify reporting readouts.</td>
</tr>
<tr>
<td>Portrait File (Image Templates Only)</td>
<td>The portrait file for the creative type being uploaded.</td>
</tr>
<tr>
<td>Tap Destination (Image Templates Only)</td>
<td>The tap-through URL for the image you uploaded. Refer to Tap Destination for details.</td>
</tr>
<tr>
<td>Third Party Ad Tag (Image Templates Only)</td>
<td>A third party ad tag from a supported ad tag vendor for Apple News.</td>
</tr>
<tr>
<td>Third Party Click URL 1 &amp; 2</td>
<td>Third party click URL for your image or tag. Refer to Supported Ad Tag Vendors.</td>
</tr>
<tr>
<td>Third Party Imp URL 1 &amp; 2</td>
<td>Third party impression URL for your image or tag. Refer to Supported Ad Tag Vendors.</td>
</tr>
</tbody>
</table>
Ad Destinations

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

<table>
<thead>
<tr>
<th>Destination</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Website</td>
<td>Enter a URL for the website that you want to take users to after they have tapped on your ad.</td>
</tr>
<tr>
<td>For iTunes</td>
<td>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.</td>
</tr>
<tr>
<td>For News Deep Link</td>
<td>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>...)</td>
</tr>
<tr>
<td>For Article ID</td>
<td>The Article ID is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content. To obtain an Article ID you will need to preview the article in Apple News Publisher. Use the Article ID as the path of the URL. In the following example, apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path. <a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a></td>
</tr>
<tr>
<td>For Issue ID</td>
<td>The Issue ID corresponds to a magazine issue that you want to direct users to on the Apple News app. To obtain an Issue ID you will need to preview the issue in Apple News Publisher. Use the Issue ID as the path of the URL. In the following example, apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path. <a href="https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ">https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ</a></td>
</tr>
</tbody>
</table>
Select 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

Note: Conversion metrics and publisher's subscription segments for Apple News subscription are not available through Google Ad Manager.

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 will not function properly if they contain special characters and are not encoded to the following values.

<table>
<thead>
<tr>
<th>Ad Destination Value</th>
<th>Replacement Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;</td>
<td>%3C</td>
</tr>
<tr>
<td>&gt;</td>
<td>%3E</td>
</tr>
<tr>
<td>&quot;</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>%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>
Managing Campaigns

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

If your campaign is not running and/or the line is not delivering as expected, check the following areas.

**Workbench - Check Channel Setup**

1. Sign in to Workbench.
2. Click your username on the upper right to display the sub-menu.
3. Choose Ad Settings.
4. Next to Google Ad Manager, click Edit. 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 four placeholder sizes (375x50, 375x554, 768x66, 768x960, 111x111, 1080x1920, 1080x1080, 1920x1080).
   - 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 are still encountering issues with your campaign(s) and/or line(s) and you have 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 will not 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 only supports placeholder ad sizes of 375x50, 375x554, 768x66, 768x960, 111x111, 1080x1920, 1080x1080, and 1920x1080. Any other ad sizes could prevent the line from delivering properly.

4. Make sure Ad Size and AN Size are correctly assigned. In Google Ad Manager, ensure the creative has the accurate values attributed to Ad Size and AN Size.
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 will not 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 (e.g. pausing, trafficking, etc.).

Note: Authorized Buyers from Google Ad Manager and third party backfill is not supported.

**Takeovers**

If you are using Google Ad Manager to traffic takeover (sponsorship) lines for the flight dates of the takeover, you must turn off all other lines and disable backfill. This does not apply when booking takeover lines through Workbench or APIs.

**Reporting**

Reporting for Google Ad Manager ad serving is handled through Google Ad Manager. Workbench will not factor in booked impressions from Google Ad Manager. Overall, Workbench reporting will not account for any Google Ad Manager campaign activities. If you are 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.
Third Party Impression & Click Tracking Pixels

Third party impression and click tracking pixels are supported for campaigns trafficked through Google Ad Manager for Advertising on Apple News.

Supported third party tracking partners include:

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

The following instructions will disable Google Ad Manager from Workbench.

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 screen, you will see a section for 3rd Party Ad Server.
5. Select channels to disable.

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