



Workbench and Google Ad Manager Setup Guide

Apple Advertising Platforms on Apple News

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Workbench And Third Party Ad Serving

Publishers can integrate [Workbench](#) with a third party ad server to monetize their Apple News inventory.

Google Ad Manager

Google Ad Manager, formerly DoubleClick for Publishers (DFP), is a comprehensive hosted ad serving platform that streamlines ad management. Currently, Google Ad Manager is the only third party ad server that is supported for Apple News monetization. You can learn more about Google Ad Manager [here](#).

Ad Serving

Once Google Ad Manager has been enabled on Workbench, Apple News Display Ad Inventory will not be available on Workbench. Apple News has disabled its ad types and ad formats on Workbench in order to ensure Google Ad Manager can honor Guaranteed Delivery.

Ad Serving Priority

When Google Ad Manager is enabled for a channel, the priority of ad serving will be in the following order.

Priority 1: Publisher Direct Sold Campaigns through Google Ad Manager

Priority 2: Reseller Backfill Campaigns

Priority 3: Publisher House Campaigns through Google Ad Manager

Priority 4: Publisher House Campaigns through Workbench

Note: This priority assumes that backfill is enabled for the Publisher.

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

Supported Ad Type, Formats, and Tags

Ad Types

The following Workbench ad types will be available on Google Ad Manager.

- Banners
- Interstitial

Workbench Ad Formats for Google Ad Manager

The following are the only Workbench ad formats 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

Note: Once Google Ad Manager has been enabled on Workbench, only [Google Ad Manager formats](#) are supported. To utilize Apple News ad types and ad formats on Workbench, [disable Google Ad Manager](#) in Ad Settings on Workbench for all channels.

Refer to the [Apple Advertising Platforms Specifications](#) for details on creative format dimensions.

Sponsored Content (Native)

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

An Apple News article ID will be 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. The

ad will utilize the article's headline if no article headline is provided on Google Ad Manager. 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 News app. Refer to the [Apple Advertising Platforms Specifications](#) for details on Sponsored Content (Native).

"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. Always refer to the [Apple Advertising Platforms Specifications](#) for details on actual creative ad format dimensions. Below is a mapping of "Ad Sizes" to Ad Formats.

"Ad Sizes" on Google Ad Manager The following values should be used when dealing with the following on Google Ad Manager: <ul style="list-style-type: none"> • Line Items • Ad Unit 	Workbench Ad Formats The following values should be used when dealing with "AN Size" on Google Ad Manager for the following: <ul style="list-style-type: none"> • Creative Templates 	Devices supported for Google Ad Manager
375x50	Standard Banner Double Banner Medium Rectangle (MREC) Banner Large Banner IAB 300x250 Banner	iPhone
375x554	Interstitial Banner	iPhone
768x66	Standard Banner Double Banner Medium Rectangle (MREC) Banner Large Banner IAB 728x90 Banner	iPad
768x960	Interstitial Banner	iPad
111x111	Sponsored Content (Native)	iPhone, iPad
1920x1080	Outstream Video (16:9) Pre-Roll Video (16:9)	iPhone, iPad
1080x1080	Pre-Roll Video (1:1)	iPhone, iPad
1080x1920	Pre-Roll Video (9:16)	iPhone, iPad

Supported Third Party Ad Tag Vendors

The following third party ad tag vendors are supported:

- Bonzai
- Celtra
- Polar

Supported Third Party VAST Tag Vendors

The following third party VAST tag vendors are supported:

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

Testing Third Party Ad Tags

For ads running on Apple News utilizing any third party ad tags, we recommend testing your ads with the [Workbench Ad Tester](#) on a supported iOS device. To learn more, refer to the section Testing Third Party Ad Tags in the [Apple Advertising Platforms Specifications](#).

Setup And Configuration

The following instructions will help you set up and configure Google Ad Manager on Workbench to start serving ads to Apple News.

Note: You must have access to Google Ad Manager and be able to set up Targeting Variables, Creative Templates, and Ad Units.

To set up Google Ad Manager on Workbench, proceed with the following steps:

1. Log in to [Workbench](#).
2. Click on your username on the upper right to display the sub-menu.
3. Click **Ad Settings**.
4. On the **Ad Settings** screen, you will see a section for 3rd Party Ad Serving.
5. Next to Google Ad Manager, click **Edit**.
6. Begin setting up Targeting, Creative Template, and [Ad Unit on Google Ad Manager](#) by following the instructions for each of the listed sections on this page.
7. Once Targeting, Creative Template, and Ad Unit on Google Ad Manager are set up, enter your Network ID/Ad Unit Code for your Google Ad Manager enabled channel(s).

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](#)

8. 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.).
9. Click **Save**.

Setting Up Custom Key Values in Google Ad Manager

In order to set up targeting variables in Google Ad Manager, Custom Key Values will first need to be configured. Following the instructions below to begin setup:

1. Log in to [Workbench](#).
2. Click on your username on the upper right to display the sub-menu.
3. Click **Ad Settings**.
4. On the Ad Settings screen, you will see a section for 3rd Party Ad Serving.
5. Next to Google Ad Manager, click **Edit**.
6. Click on **Show all instructions**.
7. Under Step 1: Setup Targeting Variables on Google Ad Manager, locate the available Key Values in the table shown.
8. Log in to Google Ad Manager.
9. Click on Inventory from the left menu.
10. Select Key-values.
11. Click on **New Key** and create the new targeting variables according the table shown under Step 1: Setup Targeting Variables on Google Ad Manager in Workbench.

Note: Ensure that Values type within each Key Value is set to either Predefined 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 Ad Units in Google Ad Manager

The following instructions will help you set up Apple News-specific Ad Units in Google Ad Manager. Only one Google Ad Manager Ad Unit is needed for all channels/sections that you have on Apple News.

1. Log in to Google Ad Manager.
2. Click on **Inventory** from the left menu.
3. Select **Ad units**.
4. Click on **New Ad Unit** and enter the required information within the designated fields displayed.

For Sizes, make sure to input the correct Apple News [Ad Sizes](#).

Available [Ad Sizes](#) in Google Ad Manager

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

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](#).

Make sure to mark Special Ad Units in order to avoid trafficking non-Apple News Line Items to Apple News.

Note: If you have Google Ad Manager Premium and want to use Creative Level targeting to traffic [RON lines](#) for Apple News inventory, you will need to configure Special ad unit to **Yes**.

5. Click **Save**.

Disabling Google Ad Manager

The following instructions will disable Google Ad Manager from Workbench.

1. Log in to [Workbench](#).
2. Click on your username on the upper right to display the sub-menu.
3. Click **Ad Settings**.
4. On the **Ad Settings** screen, you will see a section for **3rd Party Ad Serving**.

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 in Google Ad Manager

Order setup in Google Ad Manager for Apple News inventories can follow the standard Google Ad Manager setup flow.

1. Log in to Google Ad Manager.
2. Click on Delivery from the left menu and select **Orders**.
3. Click on **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 [Apple Advertising Platforms Specifications](#) for details on actual creative ad format dimensions. Refer to [Ad Sizes](#) for the corresponding supported Workbench ad formats.

Delivery Frequency

Frequency caps have a 1 month max duration. All frequency cap durations shorter than 30 days are supported. 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](#).

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.

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.

Key Values

The following Key Values are supported for ads served on to Apple News through Google Ad Manager.

- Channel

Example: The_Daily_Post

- Section

Example: The_Daily_Post/Top_Stories

Note: On Google Ad Manager, for Values, there is a 40 character count limitation. Any Value inputs over 40 characters will not be accepted. Any Channel/Section names that are over the 40 character count limit will need to be updated.

Age Range

- 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

Gender

- Male
- Female
- Male_or_Unknown
- Female_or_Unknown

Geography

Apple News is currently available for the US, AU, and UK. Only these countries can be targeted.

City, State, and DMA targeting for the US, AU, and UK will be available for ads served on Apple News through Google Ad Manager.

Note: 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](#).

Devices

For "Manufacturer/device (mobile apps only) > Apple" targeting, refer to the [Apple Advertising Platforms Specifications](#) 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.

Operating System

Apple News supports monetization of inventory for devices running iOS 10.3 and above and MacOs 10.14 and above.

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. Log in to Google Ad Manager
2. Click on **Inventory** from the left menu
3. Select **Key-Values**.
4. Enter the Name (e.g. "sport" or "event").
5. Enter a Display Name
6. Set Value Type to either:
 - Free Form: Enter the targeting values when creating line items or checking inventory.
 - Predefined: Click on Add Values and enter the values to be set as the predefined targeting values.

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.

RON Method 1

- 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.

Reporting

Reporting for Google Ad Manager ad serving is handled through Google Ad Manager. In addition, Publishers will now be able to measure Moat attention metrics on viewable impressions delivered within Apple News. Refer to the Reporting section in the [Advertising Guide for News Publishers](#) for additional details.

Forecasting

Forecasting for Line Items targeting Google Ad Manager Supported Ad Types should be done within Google Ad Manager. Conventional forecasted availabilities in Google Ad Manager will likely be higher due to the differences in methodologies. Therefore, there will be a risk of lines being underdelivered based on the Google Ad Manager values.

Alternatively, a Forecasting Pixel Line Item can be set up for more accurate forecasting availabilities in Google Ad Manager. Once a Forecasting Pixel Line Item has set live, improvements in the Google Ad Manager forecasted availabilities could become evident in the short term. Allow up to 28 days to be automatically reflected within the Google Ad Manager forecasting tool. Use the following steps to set up a Forecasting Pixel Line Item.

1. Log in to Google Ad Manager.
2. Click on **Delivery** from the left menu.
3. Select **Orders**.
4. Click on **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
 - Line Type: House (Priority: 16)
 - Start Time: Immediately
 - End Time: Unlimited
 - Goal: 100% of remaining impressions
 - Targeting: Include all Apple News ad units that you've created
6. Click **Save**.
7. Click on **Creative** from the left menu.
8. Select **Ad Creative**.
9. Click on **User-defined template**.
10. Select **Forecasting Pixel** from the drop down menu.
11. Click **Continue**.
12. Enter the required information into the designated fields shown and click **Save**.

Third Party Impression & Click Tracking Pixels

Third Party Impression and Click Tracking Pixels are supported for campaigns trafficked from Google Ad Manager through Workbench.

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
- Trueeffect (impression tracking only)
- TUNE

Creative Templates

Ads served on Apple News through Google Ad Manager utilizes 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.

Adding Creatives

When adding creatives to a Line Item for an Apple News inventory, proceed with the following steps.

1. From the main menu, navigate to **Delivery**.
2. Select **Creatives**.
3. Click on **Add Creatives**.
4. Input the Advertiser.
5. Select the User-defined template option.
6. Select one of the following Creative Templates:

Apple News Banner Image

- Standard Banner
- Double Banner
- Large Banner
- Medium Rectangle Banner (MREC)
- IAB 300x250 Banner
- IAB 728x90 Banner

Apple News iPhone Banner Tag

- Standard Banner
- Double Banner
- Large Banner
- Medium Rectangle Banner (MREC)
- IAB 300x250 Banner

Apple News iPad Banner Tag

- Standard Banner
- Double Banner
- Large Banner
- IAB 728x90 Banner

Apple News Interstitial Image

- Apple News iPhone Interstitial Tag
- Apple News iPad Interstitial Tag
- Apple News Sponsored Content (Native)
- Apple News VAST Tag
 - Pre-Roll Video
 - Outstream Video

For details on the supported Apple News Formats mentioned above, refer to the [Apple Advertising Platforms Specifications](#).

Creative Template Attribute Definitions

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

Attribute	Description
AN Line-Type	Supported Line Type options, Standard or House, for Apple News. (Display Priority)
AN Size (Image and Tag Templates Only)	Supported Apple Creative Type, varies by template.
AN Category	<p>Advertiser Category for the creative. See the section Age-restricted campaign categories in the Advertising Guide for News Publishers for sensitive category restrictions.</p> <p>Note: For House campaign(s), it is recommended to select News - Publisher Promotions & Subscription for AN Category to help clarify reporting readouts.</p>
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 vendors .
Third Party Imp URL 1 & 2	Third Party Impression URL for your image or tag. Supported vendors .

Tap Destinations

Google Ad Manager for Apple News supports websites and subscriptions as tap destinations. Tap destinations will not function properly if it contains special characters and it is not encoded to the following values below.

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

Subscriptions

Publishers can set the tap destination to allow the user to subscribe to their channel(s). In order to set the tap destination as subscription, append / **subscription** to the end of a Apple News channel's URL. For example:

Publisher's Channel: <https://apple.news/RZB1-QdjS1jg1wsY9g7LyQ/subscription>

Note: Conversion metrics and Publisher's subscription segments for Apple News subscription will not be available through Google Ad Manager.

FAQs

To learn more about the Advertising Platforms for Apple News or specifications on ad formats for News, refer to the [Advertising Guide for News Publishers](#) and [Apple Advertising Platforms Specifications](#). Refer to the [Google Ad Manager for Publishers Help](#) for additional details about the Google Ad Manager platform.

General FAQs

How will I know if I've enabled Google Ad Manager properly to run my campaigns on Apple News?

Once you have gone through your setup and configuration, we recommend running a test campaign to ensure ads are delivering properly to your Apple News channel(s).

Will I still have access to Workbench if I enabled Google Ad Manager for Channels within my Org?

Yes, publishers will have access to Workbench. Publishers should always use Workbench to adjust their ad settings for Apple News, even if Google Ad Manager has been enabled. Keep in mind, once Google Ad Manager has been enabled on Workbench, all supported ad types and ad formats for Google Ad Manager will only be available for use in Google Ad Manager. If publishers wish to utilize these specific ad types or ad formats on Workbench, go into Ad Settings on Workbench and disable Google Ad Manager.

What happens if I have 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 Workbench lines. As a result, legacy Workbench lines may begin to underserve if competing Google Ad Manager lines are created. See [Display Priorities](#) for details on the order of how lines will serve on Apple News for Google Ad Manager supported ad units.

What happens if my Creative is rejected during the Auditing process?

Creatives are blocked based on their Creative ID(s). If a creative is rejected, you will need to recreate the creative (ensuring it has a new creative ID) and traffic out the new creative. See [Apple's Content Guidelines For Publishers](#).

Can lines created in Google Ad Manager be paused from Workbench?

No, Google Ad Manager line items can only be edited from within Google Ad Manager (e.g. pausing, trafficking, etc.).

Are the creative specs for Google Ad Manager different from Workbench?

No, the available creative formats for Google Ad Manager will follow the same specification as noted in [Apple Advertising Platforms Specifications](#).

What are the other considerations for integrating Google Ad Manager with Workbench?

- [Approved third party ad tag vendors](#) only.
- No Authorized Buyers from Google Ad Manager or third party backfill support.
- Frequency caps have a 1 month max duration. All frequency cap durations shorter than 30 days are supported. 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.

Campaign FAQs

What if my campaign is not running and/or the line is not delivering as expected?

Check the following areas below if you are encountering issues with campaign(s) and/or line(s):

Workbench - Check Channel Setup

(Skip this step if you already have lines successfully running.)

1. Log in to [Workbench](#).
2. Click on your username on the upper right to display the sub-menu.
3. Click **Ad Settings**.
4. Next to Google Ad Manager, click **Edit**. Confirm each of the following:
 - All five [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.

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. Ensure [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. Ensure 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.

Third Party Ad Tags

- Verify ad tags: Ensure third party ad tags being used are Apple supported.
- Verify Apple News creative template: Ensure all Apple News creative templates are up-to-date.

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

What do I do if my campaign is not tracking clicks properly?

- If the campaign is using third party ad tags, see here for resolution.
- If the campaign is not using any third party ad tags, contact publisher-support@google.com.

What if my campaign has reached an un-targeted audience?

If you find that your campaign has reached an non-targeted audience, contact [Apple Care](#).

What if my campaign is not on pace or is under-performing (e.g. low TTR, etc.)?

If you find that your campaign is not on pace or is under-performing, contact publisher-support@google.com.

Third Party Ad Tags FAQs

What if a third party ad tag is not rendering as expected?

- Ensure third party ad tags being used are utilizing all supported features and methods. For details, refer to the [Apple Advertising Platforms Specifications](#).
- If the third party ad tag is still not rendering as expected and is only utilizing supported features/methods, contact your third party ad tag vendor directly. If the vendor is unable to resolve, reach out to [Apple Care](#).

What if the third party ad tag is not tracking clicks as expected?

You can do one of the following if you are experiencing click tracking issues with your third party ad tags:

- Verify ad tags. Ensure [third party ad tags](#) being used are Apple supported.

- Verify Apple News creative template. Ensure all [Apple News creative templates](#), downloaded from Workbench, are up-to-date.
- Verify reporting
 - If clicks are reported by your vendor but not in Google Ad Manager, contact publisher-support@google.com.
 - If clicks are reported by Google Ad Manager but not by your vendor, or if no clicks are reported at all, please contact your third party ad tag vendor directly.

What if the third party ad tag is not tracking impressions as expected?

Perform the following if you are experiencing impression tracking issues with your third party ad tags.

- Verify ad tags: Ensure [third party ad tags](#) being used are Apple supported.
- Verify Apple News [creative template](#). Ensure all Apple News creative templates downloaded from Workbench are up-to-date.
- Verify reporting:
 - If impressions are reported by your vendor but not in Google Ad Manager, contact publisher-support@google.com.
 - If impressions are reported by Google Ad Manager but not by your vendor, or if no impressions are reported at all, contact the third party ad tag vendor directly.

How should I test my ad tags to ensure proper functionality?

For ads running on Apple News utilizing any third party ad tags, we recommend testing your ads with the [Workbench Ad Tester](#) on a supported iOS device and MacOs 10.14 and above. This will help ensure that your ad is displaying and functioning as expected. See [Testing Third Party Ad Tags](#).

Reporting FAQs

What is the difference between Google Ad Manager reporting and Workbench reporting data?

Workbench reporting will not account for any Google Ad Manager campaign activities. Users should log on to Workbench, to view metrics for lines created on Workbench. For more Workbench information, contact [Apple Care](#). For more information in Google Ad Manager reporting, contact publisher-support@google.com.

Why will the Google Ad Manager forecasted numbers differ from Workbench numbers?

Google Ad Manager and Workbench are leveraging different forecasting methodologies.

Are there alternative methods to get more accurate forecasted availabilities through Google Ad Manager?

Yes, a [Forecasting Pixel Line Item](#) can be set up for more accurate forecasting availabilities in Google Ad Manager.

Will the inventory being booked from Google Ad Manager be accurately subtracted from the total inventory that is shown in Workbench?

Workbench will not factor in booked impressions from Google Ad Manager. Once Google Ad Manager has been enabled on Workbench, only [supported ad formats](#) will be available for use in Google Ad Manager.

What if I'm seeing discrepancies in my reporting for a campaign utilizing a third party ad tag?

Verify that all reports are utilizing the same time zone and date ranges. If discrepancies persist, contact publisher-support@google.com.



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