Workbench and Google Ad Manager Setup Guide

Advertising on Apple News

March 2019
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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 access to Workbench and have an Apple ID. 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 utilizing Workbench, refer to the Ad Guide for Publishers.

Setup And Configuration

The following instructions require you to 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 Third Party Ad Serving.
5. Next to Google Ad Manager, click Edit.
6. From this location you can set up targeting variables, creative templates, and Ad Units.
7. 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 Targeting Variables
To set up targeting variables in Google Ad Manager, Custom Key Values need to be configured. The following instructions describe the setup process.

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

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

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.

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

### Available Ad Sizes in Google Ad Manager

<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>

**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)
Traffic 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.

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

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).

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 • Double Banner • Medium Rectangle (MREC) Banner • Large Banner • IAB 300x250 Banner</td>
<td>iPhone</td>
</tr>
<tr>
<td>375x554</td>
<td>Interstitial Banner</td>
<td>iPhone</td>
</tr>
<tr>
<td>768x66</td>
<td>• Standard Banner • Double Banner • Medium Rectangle (MREC) Banner • Large Banner • IAB 728x90 Banner</td>
<td>iPad</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) • Pre-Roll Video (16:9)</td>
<td>iPhone, iPad</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
- Kargo
- Innovid
- 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 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 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 for direct sold campaigns. Apple News disables ad formats for direct sold campaigns to ensure Google Ad Manager can honor Guaranteed Delivery.

Publishers will continue to have access to Workbench for functionality such as adjusting ad settings for Apple News and to set up House campaigns. 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.

**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
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 forecasted availabilities through Google Ad Manager, you can set up a Forecasting Pixel Line Item as follows.

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.
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.

**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 in Google Ad Manager**

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

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 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. Unless otherwise specified in the table below, in Workbench, go to Ad Settings, scroll to Google Ad Manager Settings. Then, copy the targeting keys.

<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 MacOS and iOS Stocks app.</td>
</tr>
<tr>
<td></td>
<td>• Stocks</td>
<td></td>
</tr>
<tr>
<td><strong>Article ID</strong></td>
<td>Article ID is free-form text used to identify an article that you want to use for targeting: AN_Article_ID. Article IDs are obtained by previewing an article in Apple News Publisher. The Article ID is the path of the URL. For example, <a href="https://apple.news/Agkyw5MsBSCaJXr8T61fKmg">https://apple.news/Agkyw5MsBSCaJXr8T61fKmg</a> Where apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path.</td>
<td></td>
</tr>
<tr>
<td><strong>Channel</strong></td>
<td>Example: The_Daily_Post Channel is a pre-defined key: AN_Channel used to target your channels.</td>
<td></td>
</tr>
<tr>
<td><strong>Devices</strong></td>
<td>For Manufacturer/device (mobile apps only) &gt; 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.</td>
<td></td>
</tr>
</tbody>
</table>
| **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. |
<p>| <strong>Inventory</strong> | 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. |</p>
<table>
<thead>
<tr>
<th>Issue ID</th>
<th>Issue ID is free-form text corresponding to a magazine issue that you want to use for targeting: AN_Issue_ID. 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. For example, <a href="https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ">https://apple.news/IXON4qkAbRyCVtRPmyX7gzQ</a> where apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path.</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>
</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. |
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.
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.

<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

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 based on their Creative ID(s). Available creative formats for Google Ad Manager will follow the same specification as noted in 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 an Apple News 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.

**Note:** for pixel dimensions and additional details on the supported Apple News Formats, refer to the Ad Specifications for Apple News.
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 Type options, Standard or House, for Apple News. (Display Priority)</td>
</tr>
<tr>
<td>AN Size (Image and Tag Templates Only)</td>
<td>Supported Apple Creative Type, varies by template.</td>
</tr>
</tbody>
</table>
| AN Category                        | Advertiser Category for the creative. See the section Age-restricted campaign categories in the Ad Guide for Publishers for sensitive category restrictions.  
**Note:** 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 vendors.     |
| Third Party Imp URL 1 & 2          | Third Party Impression URL for your image or tag. Supported vendors.         |
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.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>In the following example, apple.news is the domain and Agkyw5MsBSCaJXr8T61fKmg is the path.</td>
</tr>
<tr>
<td></td>
<td><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.</td>
</tr>
<tr>
<td></td>
<td>In the following example, apple.news is the domain and IXON4qkAbRyCVtRPmyX7gzQ is the path.</td>
</tr>
<tr>
<td></td>
<td><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 will not be 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 it contains special characters and it is 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></td>
</tr>
<tr>
<td>\</td>
<td>%5C</td>
</tr>
<tr>
<td>^</td>
<td>%5E</td>
</tr>
<tr>
<td>~</td>
<td>60%</td>
</tr>
<tr>
<td>[</td>
<td>%5B</td>
</tr>
<tr>
<td>]</td>
<td>%5D</td>
</tr>
</tbody>
</table>
Managing Campaigns

Once you have gone through your setup 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. 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 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. 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.

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 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. Google Ad Manager line items can only be edited from within Google Ad Manager (e.g. pausing, trafficking, etc.). Also note, Authorized Buyers from Google Ad Manager and third party backfill is unsupported.

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 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
- Trueffect (impression tracking only)
- TUNE

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 Third Party Ad Serving.

Additional Resources and Support

Ad Guide for Publishers
Ad Specifications for Apple News
Advertising on Apple News Content Guidelines
Google Ad Manager for Publishers Help
Google Ad Manager support email
Apple Care for Workbench support
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