Apple News

Apple Advertising Platforms Specifications

October 2017

About Advertising on Apple News

Ads on Apple News can run across iPhone, iPod touch, and iPad devices. Ad options include a variety of display banners (inline or interstitial), video ads, and native ad formats. All are designed for the optimal advertising experience on Apple News.
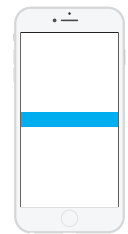
About This Document

In this document, you'll find asset input specifications for creating a great ad experience on Apple News.
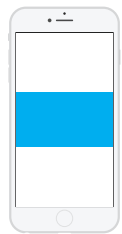
See Also

All ads created for the Apple Advertising Platforms must adhere to the Content Guidelines.
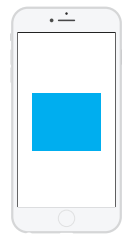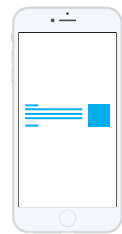
Ad Formats on Apple News
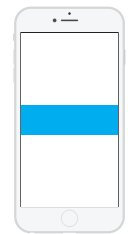
Standard Banner

Large Banner

Medium Rectangle
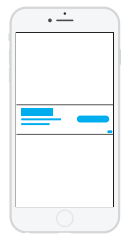Banner (MREC),
IAB 300x250

Native
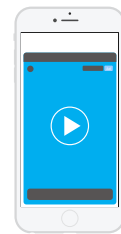
Pre-Roll
Video Ads

Double Banner
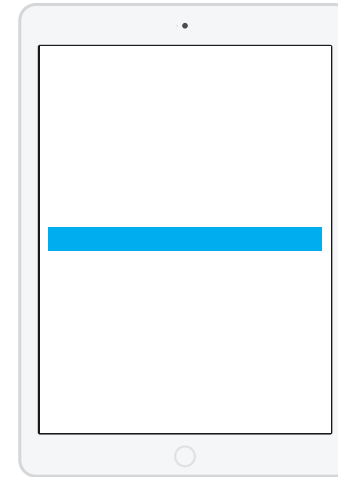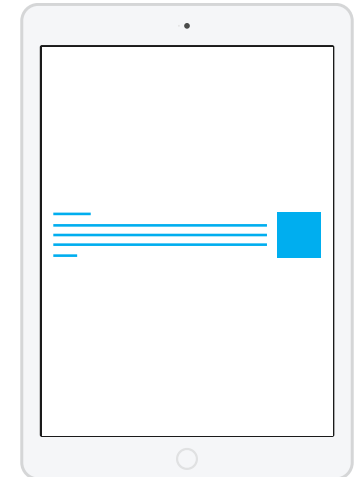
Large Banner
Template

Interstitial Banner

Subscription Banner

Interstitial
Video Ads

IAB 728x90 Banner

Native

Display Ads

One set of assets is needed for all iPhone/iPod touch devices, and another set for iPad. Safe areas are required for some ad formats to accommodate for varying aspect ratios across iPhone, iPod touch and iPad screen sizes. Key design/messaging elements are recommended to be within the safe area. Landscape orientation on iPhone is only supported on devices running iOS 10.3 or later.

Video Ads

Pre-roll Video Ads will display in both portrait and landscape device orientations. Interstitial Video Ads is only available currently for Apple Inventory.

Native Ads

These Native ads will display directly in the content feeds.

Post-Tap Experience

There are many options available for the post-tap experience from banners and videos - including linking to a website, channel/articles on Apple News, purchasing iTunes, and App Store content.

Supported Devices

iPhone 5
iPhone 5c
iPhone 5s
iPhone SE
iPhone 6
iPhone 6 Plus
iPhone 6s
iPhone 6s Plus
iPhone 7
iPhone 7 Plus
iPhone 8
iPhone 8 Plus
iPhone X

iPod touch 6th gen

iPad Air
iPad Air 2
iPad mini 2
iPad mini 3
iPad mini 4
iPad Pro 9.7-inch
iPad Pro 10.5-inch

Design Considerations

Assets

Assets may be produced as JPEG, GIF or PNG.

Specifications are optimized for all supported devices. Only one set of assets is needed for all supported iPhone and iPod touch devices. Another set is needed for all supported iPad devices.

Content Safe Area

A content safe area is required for some display banners to ensure consistent display across all supported iPhone/iPod touch screens. All key elements (e.g. copy, legal, key graphics, call to action, etc) should be within the safe area to avoid being cropped.

Animations

Animated banners can loop only three times, and the total animation cannot exceed 15 seconds. Repetitive or rapid flashing, blinking in excess, or visually stressful animations are not allowed.

Supported Gestures

The following gestures are supported on all display banner formats:

Tap - Activates a control or selects an item
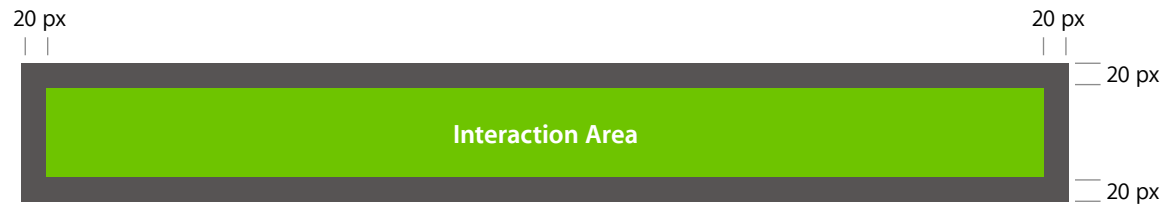
Flick - Scrolls or pans quickly

Drag - Move an element from side to side or drag an element across the display banner's interaction space

Interactions Area

To ensure for the optimal interactive behaviors on your ads on Apple News, all interactions should adhere to the following guidelines:

For Standard Banners, IAB 728x90

20 px   20 px
                                        20 px

Interaction Area

                                        20 px

Example illustration: Standard Banner - iPhone 7 (Portrait)

For Double, MREC, IAB 300x250, Large, Interstitial

44 px   44 px
                                        44 px

Interaction Area

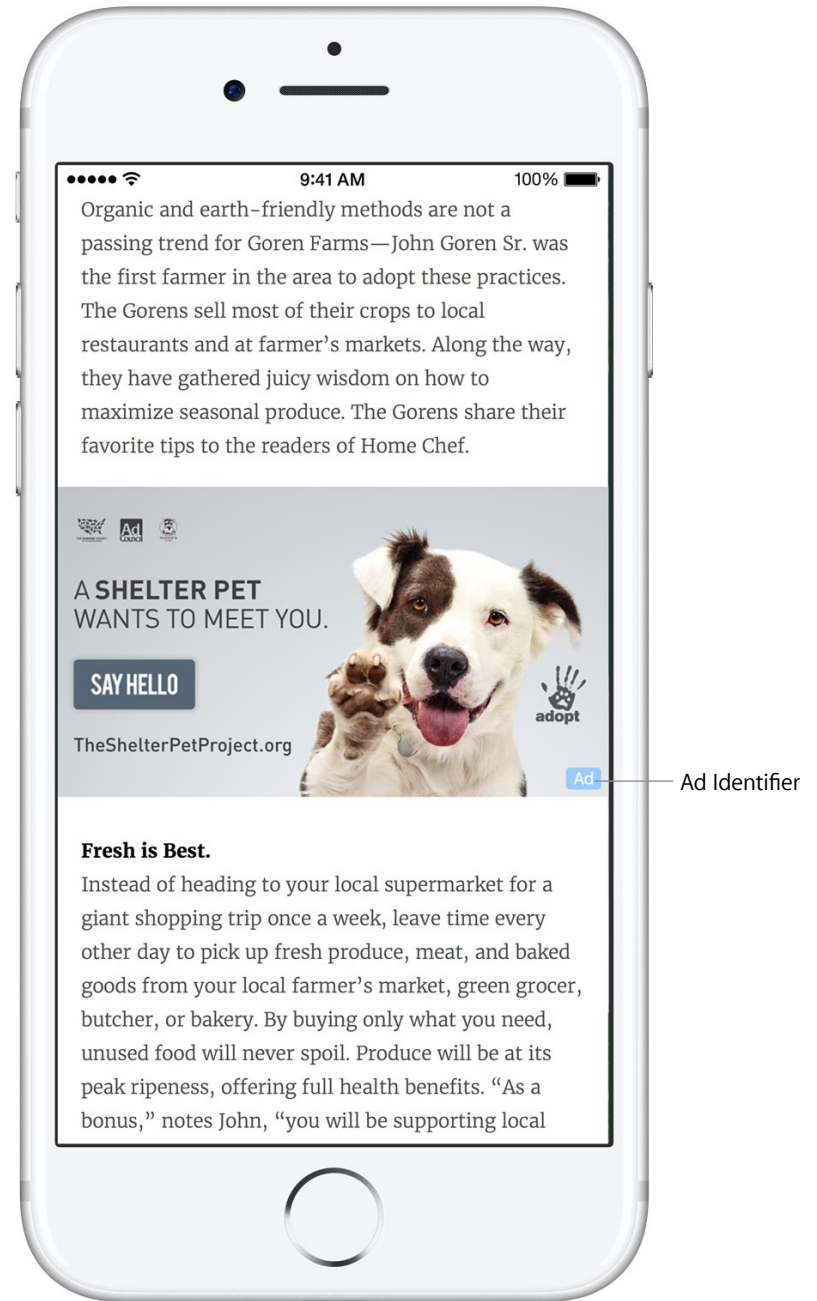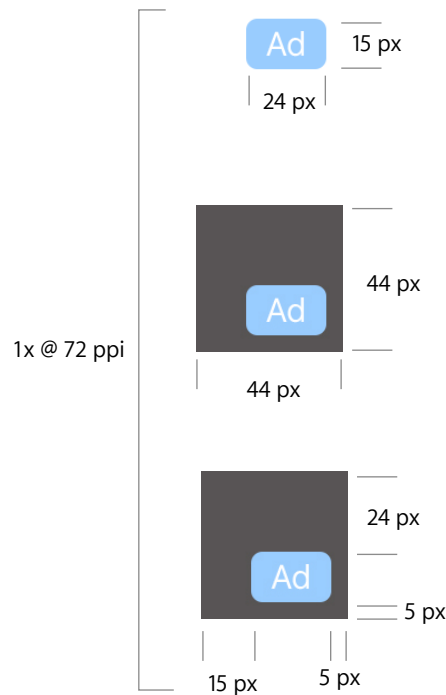   44 px
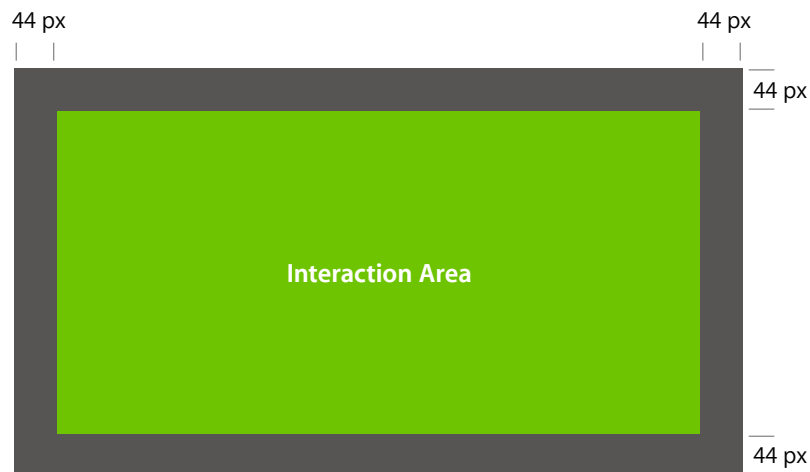
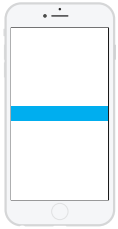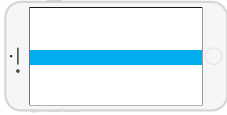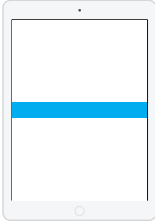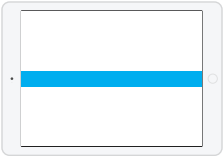*Example illustration: Large Banner - iPhone 7 (Portrait)*

Ad Identifier

Ads on Apple News are served through the Apple Advertising Platforms, and will have an "Ad" identifier with a light blue background (99CCFE) added automatically. The identifier is there to help users identify paid placements. The "Ad" identifier is 24px x 15px, and will be automatically placed on the bottom right corner of all banner ads on Apple News. For Pre-Roll and Interstitial Video Ads, the ad marker will appear on the bottom left and top right of the ad unit respectively. Please accommodate this in your designs.

The ad identifier is tappable and uses the minimum iOS tap area of 44px x 44px to ensure users can easily tap the icon. When the ad identifier is tapped, it will disclose the information that was used to serve the ad, as well as information that Apple maintains about the user's account in order to deliver targeted ads on the App Store and Apple News.
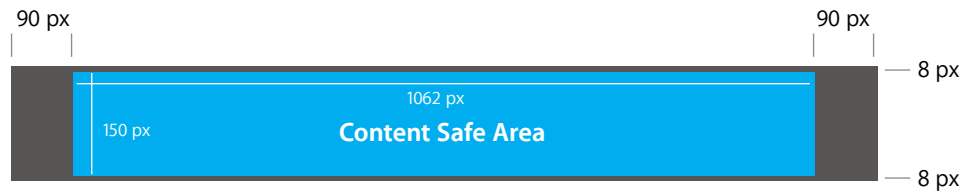
Make sure to preview and test your layouts to confirm the ad identifier and tap area does not conflict with your important content. Ad preview on Workbench has been updated to include the ad identifier.

Ad

15 px

24 px

44 px

Ad

44 px

1x @ 72 ppi

24 px

Ad

5 px

15 px   5 px

Ad Identifier

Standard Banner Specifications

Device	iPhone/iPod touch		iPad	
	Portrait	Landscape	Portrait	Landscape
Orientation	Portrait	Landscape	Portrait	Landscape
Asset Requirements (Dimensions In pixels)	1242 x 166	2208 X 106	1536 x 132	2048 x 132
Max File Size - For Workbench	60 KB	90 KB	70 KB	90 KB
Max File Size - For 3rd-Party Served	150 KB (Portrait & Landscape Combined)		160 KB (Portrait & Landscape Combined)	

Content Safe Area
(iPhone/iPod touch - Portrait)

90 px   90 px   8 px
1062 px
150 px   **Content Safe Area**
8 px

Content Safe Area
(iPhone/iPod touch - Landscape)

NOTE: The landscape orientation asset for iPhone is optional for Workbench. If no asset is provided, then the portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.

158 px   158 px   5 px
96 px   **Content Safe Area**   1892 px
5 px

Double Banner Specifications

Device	iPhone/iPod touch		iPad	
Orientation	Portrait	Landscape	Portrait	Landscape
Asset Requirements (Dimensions In pixels)	1242 x 332	2208 x 212	1536 x 264	2048 x 264
Max File Size - For Workbench	60 KB	90 KB	130 KB	170 KB
Max File Size - For 3rd-Party Served	150 KB (Portrait & Landscape Combined)		300 KB (Portrait & Landscape Combined)	

Content Safe Area
(iPhone/iPod touch - Portrait)
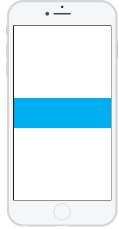
90 px   90 px   16 px
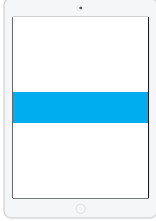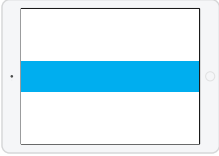1062 px
300 px   **Content Safe Area**
16 px

Content Safe Area
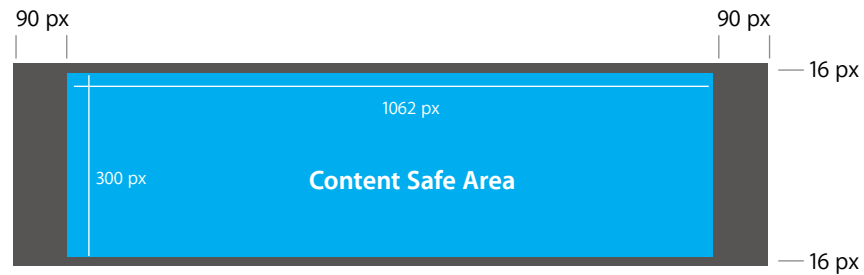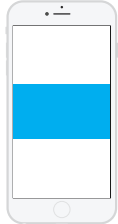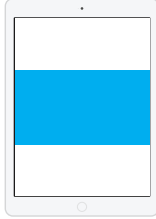(iPhone/iPod touch - Landscape)

NOTE: The landscape orientation asset for iPhone is optional for Workbench. If no asset is provided, then the portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.

158 px   158 px   10 px
1892 px
192 px   **Content Safe Area**
10 px

Large Banner Specifications

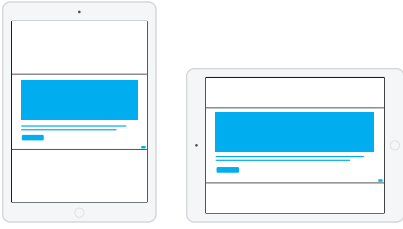| Device	iPhone/iPod touch		iPad	
	Portrait	Landscape	Portrait	Landscape
Orientation				
Asset Requirements (Dimensions In pixels)	1242 x 699	2208 x 699	1536 x 864	2048 x 864
Max File Size - For Workbench	75 KB	125 KB	170 KB`	230 KB
Max File Size - For 3rd-Party Served	200 KB (Portrait & Landscape Combined)		400 KB (Portrait & Landscape Combined)	

NOTE: The landscape orientation asset for iPhone is optional for Workbench. If no asset is provided, then the portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.

Large Banner (Template) Specifications

Device	iPhone/iPod touch	iPad
Orientation	Portrait	Portrait and Landscape
Asset Requirements (Dimensions In pixels)	1200 x 628 (Hero Image)	
Max File Size - For Workbench	120 KB	
Ad Copy	90 characters max	

Design Considerations
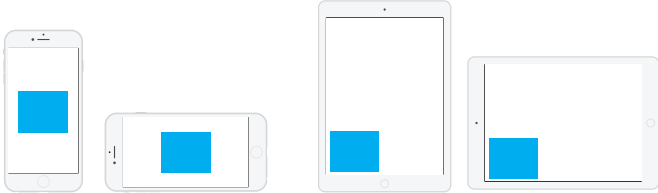
Large Banner (Template) ads will display directly in the content feeds on the News app.

NOTE: The portrait orientation asset will be used and will be pillar-boxed when the News app is in the landscape orientation mode.
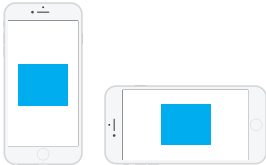
Representation of Content Safe Area
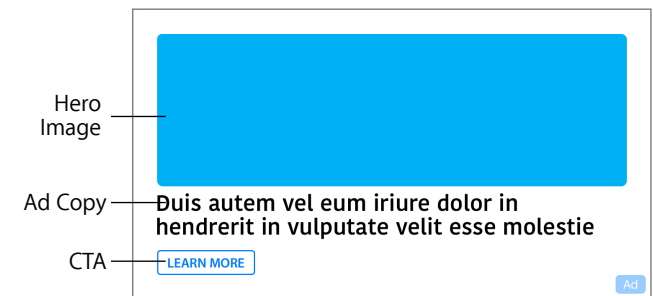(For Hero Image)

164 px

300 px   1200 px

Content Safe Area

164 px

Hero Image

Ad Copy — Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

CTA — LEARN MORE

Ad
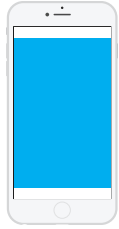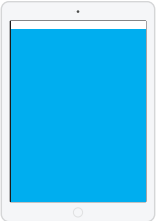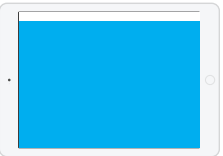
Medium Rectangle Banner (MREC) Specifications

Device	iPhone/iPod touch and iPad
Orientation	Portrait and Landscape
Asset Requirements (Dimensions In pixels)	900 x 750
Max File Size - For Workbench	200 KB
Max File Size - For 3rd-Party Served	200 KB (Portrait & Landscape Combined)

IAB 300x250 Banner Specifications

Device	iPhone/iPod touch
Orientation	Portrait and Landscape
Asset Requirements (Dimensions In pixels)	300 x 250
Max File Size - For Workbench	200 KB
Max File Size - For 3rd-Party Served	200 KB (Portrait & Landscape Combined)

Interstitial Banner Specifications

Device	iPhone/iPod touch		iPad	
Orientation	Portrait	Landscape	Portrait	Landscape
Asset Requirements (Dimensions In pixels)	1242 x 2208	2208 x 1242	1536 x 2048	2048 x 1536
Max File Size - For Workbench	275 KB	275 KB	230 KB	370 KB
Max File Size - For 3rd-Party Served	550 KB (Portrait & Landscape Combined)		600 KB (Portrait & Landscape Combined)	

Content Safe Area (iPhone/iPod touch)

1242 px

Content Safe Area

1778 px

430 px

195 px

2208 px

Content Safe Area

1007 px

40 px

Content Safe Area (iPad)

128 px

1536 px

Content Safe Area

1920 px

128 px

2048 px

Content Safe Area

1408 px
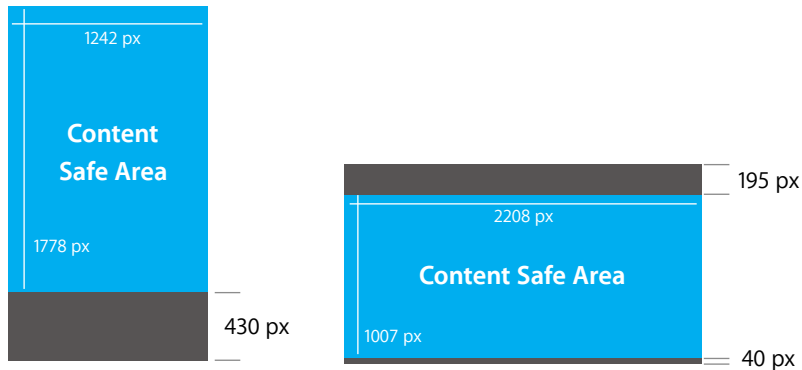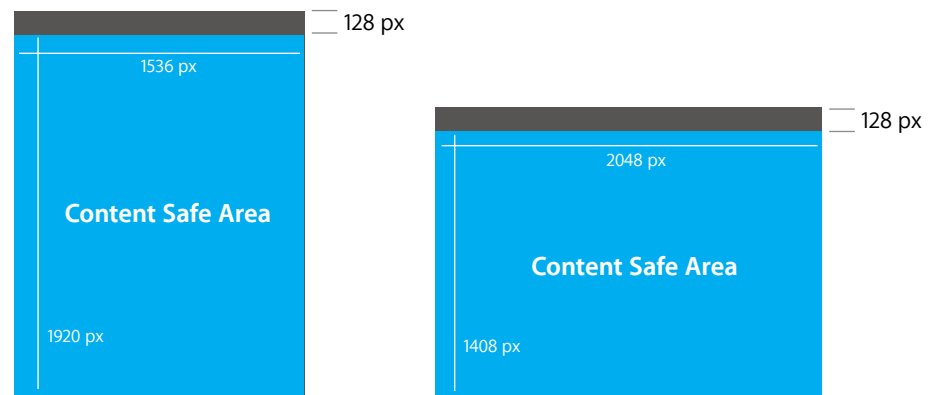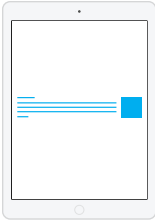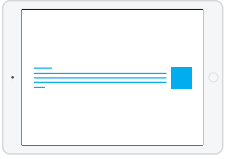
Sponsored Content (Template) Specifications
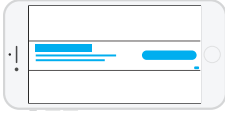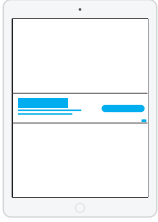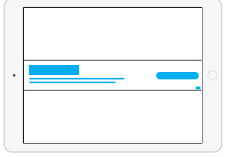
Device	iPhone/iPod touch		iPad	
Orientation	Portrait	Landscape	Portrait	Landscape
Article Title	22 characters min - 55 characters max			
Article Excerpt	max 350 characters			
Channel Name	max 30 characters			
Image (JPG, GIF, PNG)	400 W x 240 H pixels, max file size = 50KB			
Advertiser Name (optional)	max 22 characters			
Article URL	e.g. https://apple.news/			

Design Considerations

Sponsored Content (Template) will display directly in the content feeds on the News app. This format is intended to blend in with its surroundings. The advertiser's name is optional. All Native Sponsored Content ad formats will link to a channel or article, denoted as "Sponsored", on the News app.

Article Title ———
Article Excerpt ———
Advertiser Name ———

Sponsored
Duis autem vel eum iriure dolor in
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros
Advertiser's Name
Ad

——— Image

Subscription Banner Specifications
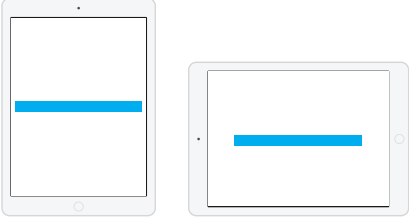
Device	iPhone/iPod touch		iPad	
Orientation	Portrait	Landscape	Portrait	Landscape
Channel Logo	Width: 80-2560px, height: 80-256px, aspect ratio: 10:1 max, max file size = 200KB			
Subscription Details	80 characters max			

Design Considerations

Subscription banners are intended to promote subscriptions for publishers. They will be set in the default font used on the News app. Each ad includes a channel logo, subscription details, and a "GET A SUBSCRIPTION" call to action button. The default subscription details text is customizable. Subscription ads will link to the subscription sheet for the specified publisher's channel.

Channel Logo ————

Subscription Details ————

CHANNEL LOGO

Subscribe to get access to the best stories on Apple News.

GET A SUBSCRIPTION

Ad

IAB 728x90 Banner Specifications

Device	iPad		
Orientation	Portrait and Landscape		
Asset Requirements (Dimensions In pixels)	728 x 90		
Max File Size - For Workbench	200 KB		
Max File Size - For 3rd-Party Served	200 KB		

NOTE: Only one single banner asset is required for this ad format. This asset will be used to display on both the portrait and landscape orientation of the News app.

Pre-Roll Video Specifications

Dimensions (px) at 72 ppi	1920 W x 1080 H progressive
Video Codec	.h264
Video Bitrate	10 Mbps (minimum)
Audio Codec	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)
Duration	10 seconds minimum, 30 seconds maximum
Max File Size	250 MB (MOV, M4V, MP4)

Design Considerations

Pre-roll video displays in both portrait and landscape device orientations. Specifications are optimized for all supported devices. One set of assets is needed for all iPhone, iPod touch and iPad devices. Video assets are transcoded to support the various devices and network bandwidth requirements.

Interstitial Video Ad Specifications

	Vertical Video Ad (9:16)	Square Video Ad (1:1)	Horizontal Video Ad (16:9)
Asset Requirements (Dimensions In pixels)	1080 W x 1920 H progressive	1080 W x 1080 H progressive	1920 W x 1080 H progressive
Video Codec	.h264	.h264	.h264
Video Bitrate	10 Mbps (minimum)	10 Mbps (minimum)	10 Mbps (minimum)
Audio Codec	Uncompressed	Uncompressed	Uncompressed
Audio Sample Rate	44.1 kHz (minimum)	44.1 kHz (minimum)	44.1 kHz (minimum)
Duration	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum	5 seconds minimum, 30 seconds maximum
Max File Size	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)	250 MB (MOV, M4V, MP4)

Design Considerations

Only one video asset is needed for all iPhone, iPod touch and iPad devices. Video assets must meet the precise pixel dimensions outlined.

NOTE: Interstitial Video Ads are available on the News widget in the Today view on iOS 11. Currently it's only available as Apple Inventory.

Content Safe Area for Vertical Video Ad (9:16)

320 px

1080 px

Content Safe Area

1200 px

400 px

UI Element ——— CTA

UI Element
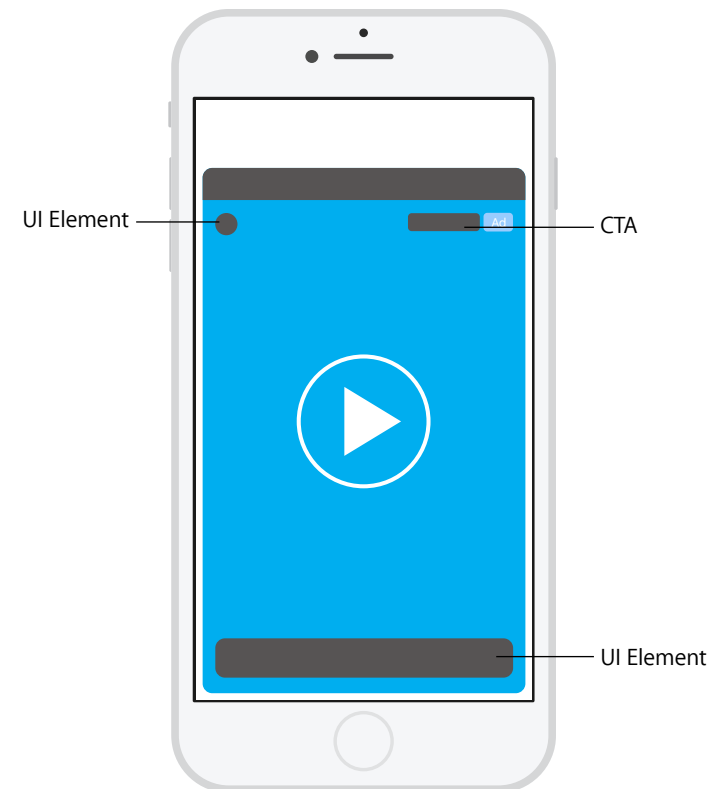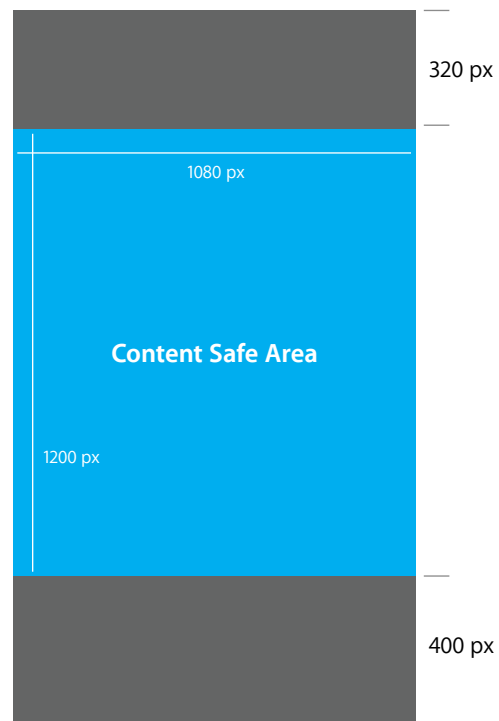
Third-Party Ad Tag Technical Specifications

Third-Party Ad Serving

A Standard, Double, Large, MREC, Interstitial, IAB 300x250, and IAB 728x90 ads can be third-party served only on iOS 10.3 and above.

Third-party served ads should adapt to changes in point size for portrait and landscape orientations. With the exception of MREC, all Apple ad formats require one ad tag for Portrait and Landscape orientations on each device.

Interstitial ads should be coded as a banner rather than a typical MRAID interstitial. Apple News Ad SDK will always return "inline" when *MRAID.getPlacementType* method is called. Apple News interstitials ads do not have a standard close button to exit out of the ad experience. Users can exit out of the interstitial ad on news by swiping left or right to the next article.

In order to prevent non-user initiated navigation, all tap methods should be associated with a tap in a timely manner. Delays in tap method calls may cause the ad destination to be blocked. Therefore, all tap action methods including *MRID.open()*, *MRAID.expand()*, and *mraid_createCalendarEvent()* should be called upon immediately on tap.

Note: 4th-party tracking tags are not supported.

MRAID Implementation

Apple News Advertising SDK implements a subset of MRAID 1.0 as a standard mraid.js that can be called by the ad. All tags must be MRAID compliant. Supported methods and events below.

Supported Methods

- addEventListener
- close
- expand (two part only)
- getExpandProperties
- getPlacementType
- getState
- getVersion
- isViewable
- open
- removeEventListener
- setExpandProperties
- _addToCalendar (Apple API)

Supported Events

- error
- ready
- stateChange
- viewableChange

Note: custom close buttons are not supported. Apple will supply a standard close button displayed in the upper right corner of the expanded ad experience.

Whitelisting

Ads requested by Apple News will be routed through an Apple-hosted proxy server for privacy purposes. This means that all ad serves on Apple News will come from Apple IP addresses, therefore we need to make sure that this traffic is not identified as bots/DDOS by your servers. The ideal way for this to be solved would be for you to whitelist all IP addresses beginning with 17 (e.g. 17.*.*.*), which are all owned by Apple.

Additional Ad Unit Development Details

While the ads are loaded in a fairly standard web view (WKWebView), there are important constraints that must be considered when developing ads for use on Apple News.

1. All paths to resources that the ads load must be absolute (complete) URLs, not relative paths.

2. Use of iframes is not supported. When ads are loaded in Apple News, they cannot create or use iframes at any time; it will fail the ad load. The MRAID object is only accessible via the document's mainframe.

3. SSL serving is required. All ads must be SSL compliant.

4. Taps are supported using MRAID.open method or anchor tags <a href>. Use of Window.open will cause the clicks to fail.

5. A maximum of 100 requests per impression is allowed. This includes all pixels, JS, image, etc. requests. Any requests beyond the allowed limit will be ignored.

Third-Party Ad Tag Technical Specifications

In-Banner Features

Supported In-Banner Features

- HTML5 JS/ CSS Animation
- Tap - activates a control or selects an item
- Flick - scrolls or pans quickly
- Drag - move an element from side to side or drag an element across the display banner's interaction space.

Unsupported Features

To optimize user experience and ensure security and privacy, some device features are blocked by Apple News Ad SDK.

- Accelerometer
- Gyroscope
- In-banner forms
- Tap to SMS/ Call/ Email
- Camera access
- Video/ audio
- Device location

Supported Vendors

- Bonzai
- Celtra
- Sizmek

Third-Party Ad Tag Checklist

- ⭘ Absolute URLs only
- ⭘ Apple IPs (17.*) whitelisted or not blocked
- ⭘ No iframes
- ⭘ SSL compliant
- ⭘ All clicks using MRAID.open() or <a href>
- ⭘ No 4th party tracking
- ⭘ < 100 requests per impression
- ⭘ All ads are to spec in portrait and landscape mode
- ⭘ Apple News compliant interstitial ads (placmentType = inline)
- ⭘ Expandable ads
    - No custom close
    - 2-Part expand