



# **Content Guidelines**

## **Advertising on Apple News**

July 2019

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**Document Revision History**

# Overview

Guidelines in this document apply to video, banners, native, and expanded experiences appearing on Apple News, Apple News+ and Stocks. Creative agencies and content creators of advertisements should read this document.

Guidelines in this document are not intended as legal advice. Adherence to the guidelines is not necessarily sufficient to meet the standards of state, provincial, or federal laws. Apple encourages each advertiser and its agency to consult with legal counsel.

Apple reserves the right to reject any advertisement that does not meet the minimum guidelines during the certification process, or any advertisement that Apple feels is not appropriate for the Apple Advertising Platforms or its users.

## General Content

| Content                    | Guidelines   |
|----------------------------|--|
| Animation                  | Repetitive, rapid flashing, or excessive or visually stressful blinking is not allowed. Banners can loop only three times, and the total animation cannot exceed 15 seconds.   |
| Apple Marketing Guidelines | Using the Apple name, products, logo, or other brand attributes without prior approval is not permitted. Ads can't mimic or resemble the Apple brand or the user interface of Apple products. Refer to the <a href="#">Guidelines for Using Apple Trademarks and Copyrights</a> for more details.  |
| Audio                      | Audio must be user initiated (with the exception of audio in pre-roll videos) and appropriate for all audiences. For example, suggestive or sexually oriented audio, or audio that contains profanity, vulgarity, or violence etc. is not allowed.   |
| Data Collection            | Ads that collect data from users must, at a minimum, clearly identify the advertiser and properly disclose that it (or its agent) is collecting data. Users must also be provided with a link to the privacy policy of the organization(s) collecting or receiving the data. Furthermore, advertisers must receive approval from the Apple Advertising Platforms for any data collection within the ad prior to submitting it for certification. |
| Defamatory Content         | Anything that facilitates or promotes defamatory, libelous, slanderous, or unlawful content is not allowed.  |
| Pricing and Price Claims   | iTunes offers available in ads must be clear to users and cannot misrepresent the true nature of the offer. For apps, music, TV shows, movies, iBooks, and ringtones, prices must be accurate at all times as displayed in the iTunes Store. Additionally, any ratings claims must be accurate at all times as displayed in the iTunes Store or the App Store.   |
| Profane Content            | Any content that facilitates, promotes, or uses profanity (including distasteful wording or phrases) is not allowed.   |

# Restricted Content

Apple is committed to providing the highest quality advertising experience. To meet this standard, the following areas require additional considerations, reviews, and approvals before being accepted on to the Apple ad platform.

| Content                     | Guidelines   |
|-----------------------------|--|
| Age-Restricted Content      | Ads promoting or containing age-sensitive products and services must be appropriately age targeted.  |
| Alcohol                     | Ads for alcoholic beverages must be appropriately age targeted. There can be no images or videos that show the consumption of the alcohol product. All text, images, video, and audio must depict age-appropriate people and scenes.   |
| Controversial Public Issues | Ads that present, include or reference a position on a controversial public issue. This may include content that is deemed offensive contains graphic or potentially offensive content, or is deemed an attack of a personal nature, an attack on an individual business, or a comment on a private dispute.   |
| Image Rights and Logo Usage | An advertiser's use of a third-party logo is included at its own risk. It is assumed that the inclusion of any intellectual property, logo, graphic, artwork, audio, film, celebrity, or person is properly licensed for use by the advertiser.  |
| Pharmaceutical              | Ads promoting pharmaceutical products, medical devices, medical services, or treatments must comply with all applicable federal, state, local, provincial and, if applicable, foreign country laws or regulations. Additional restrictions on the promotion of such products for cross-border sales may apply. |

# Unacceptable or Prohibited Content

Apple is committed to providing the highest quality advertising experience. Therefore, Apple will not accept ads containing forbidden content listed in this section.

| Content                               | Guidelines   |
|---------------------------------------|--|
| Adult Related Content                 | <ul style="list-style-type: none"> <li>• Imagery that might be frightening or overly graphic. Text or imagery that explicitly or implicitly references any adult subject.</li> <li>• Ad content that promotes adult-oriented themes or graphic content, for example, pornography, Kama Sutra, erotica, or content that promotes “how to” and other sex games.</li> </ul>   |
| Discriminatory Content                | <ul style="list-style-type: none"> <li>• Text or imagery that facilitates or promotes hate toward an individual or group of any race, sex, creed, national origin, disability, religious affiliation, age, language, or sexual orientation.</li> <li>• Content that advocates, promotes or contains discrimination based on age, gender, religion, ethnicity, race, disability, or sexual preference.</li> </ul>   |
| Clickbait                             | <ul style="list-style-type: none"> <li>• Ads using sensationalized headlines and text descriptions to tempt a person into clicking.</li> <li>• Ad headlines and text must match the content/product on the landing page.</li> </ul>  |
| Controlled or Intoxicating Substances | <p>Ad content or imagery that directly or indirectly, expressly or implicitly promotes or facilitates the sale, distribution, consumption, adoption, support, or use of any tobacco products or recreational drugs (substances that intoxicate or alter the mental state, whether lawful or not in any jurisdiction), tobacco or drug paraphernalia or apparatuses used in tobacco or recreational drug use, excessive alcohol consumption, or alcohol use by minors or individuals below the legal drinking age in the jurisdiction where the content or imagery is displayed.</p>  |
| Deceptive Messaging                   | <ul style="list-style-type: none"> <li>• False, fraudulent, or deceptive claims or messaging including misleading titles, statements or illustrations, and including deception by omission of material information. The product or service must be accurately represented in the content of the ad.</li> <li>• Messaging for free offers and sweepstakes, such as, “You have been chosen to win a free...!”</li> <li>• Creative messaging that promotes quasi-free items (items that require any type of payment, administration costs, carrying charges, or other fees, and hence are not truly free items).</li> <li>• Messaging that identifies personal information about the targeted audience is not allowed. For example: “Single Men, 18-24 try this!”</li> <li>• Products or services that bypass copyright protection, such as software, cable, or satellite signal descramblers.</li> <li>• Counterfeit, fake, or bootleg products, or replicas or imitations of designer products.</li> <li>• Dating or personals sites that promote casual sex, or international match-making services.</li> <li>• Degrees or transcripts for sale or offered by non-accredited universities or programs; “life experience” degrees; academic paper-writing services; or the sale of pre-written essays, theses, and dissertations.</li> <li>• Representations about price, including “free” or “no cost,” may not be misleading or omit information about prices, payment terms, fees or expenses a typical consumer will likely incur.</li> <li>• Advertisements for short-term loans, such as payday loans or cash advances, must adhere to the following:             <ul style="list-style-type: none"> <li>• US: Must be a member of at least one of the following associations: Community Financial Services Association of America, Online Lenders Alliance, or Canadian Payday Loan Association.</li> <li>• UK: Must be registered with the Financial Conduct Authority and follow the UK Code of Advertising for the payday industry.</li> </ul> </li> <li>• Must be registered with the and follow the Products and services of questionable legality—for example, falsely obtained passwords, pyramid schemes, products designed to evade speed-enforcement laws, countries subject to U.S. embargoes or trade sanctions</li> <li>• Securities (stocks, bonds, notes, warrants, options, and so on) or insider tips on a particular stock or commodity.</li> <li>• Usenet, newsgroup or peer-to-peer file-sharing networks that allow users to download or access files directly from other users.</li> </ul> |
| Gambling                              | <p>Ad content that promotes or facilitates real money gambling must have necessary licensing and comply with all applicable federal, state/provincial, and local laws or regulations, including having the proper age and location targeting.</p>  |
| Weapons                               | <p>Ad content that directly or indirectly facilitates or promotes the sale or use of weapons, ammunition, or explosive items or materials (such as bombs, grenades, fireworks, or firecrackers), as well as instructional materials relating to creating, assembling, enhancing, or acquiring explosive items.</p>   |

# Rights and Responsibilities

It is the advertiser's responsibility to ensure all the following requirements.

- Advertising complies with all applicable federal, state/provincial and local laws or regulations.
- Advertising does not violate the intellectual property or other legal rights of third parties.
- All claims made in an advertisement have been substantiated before the advertisement has been scheduled to appear.
- Users are not being misled or deceived.
- Advertising that includes warranties, guarantees, or other types of assurances to the user complies with all applicable laws, regulations or guidelines.
- Users are not deceived into providing personal information without the user's knowledge, under false pretenses, or to companies who resell, trade, barter or otherwise misuse that personal information.
- Where advertiser collects user personal information, advertiser makes available to users its public facing privacy policy.
- Advertising is COPPA and CARU compliant.
- All content appearing within the advertisement has the appropriate rights and licenses, whether imagery, logos or text.
- Other restrictions may apply to Apple reseller partners. Please check with your Apple representative.

# Document Revision History

| Date       | Notes  |
|------------|--|
| March 2019 | Updates  |
| July 2019  | Pharmaceutical ad and clickbait guidelines incorporated. |



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