

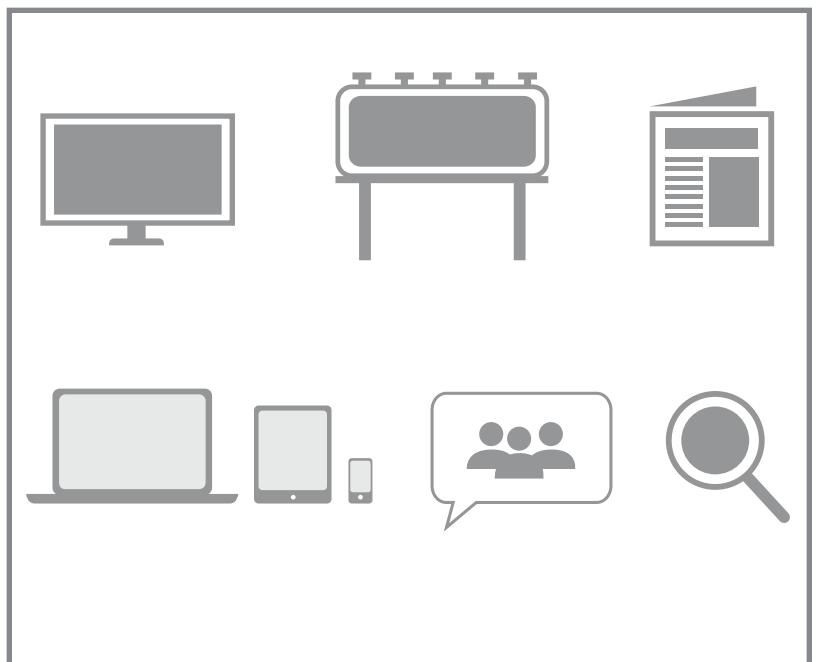
# Apple Media Guidelines

This guide is designed to help you develop media plans for paid advertising featuring Apple products. You'll find general guiding principles for TV, print, out-of-home, and digital advertising, as well as helpful checklists for submitting your media plans to Apple via Meeting Room.

1. Prior to execution, all advertising (creative & media) must be submitted to Apple for review and approval
2. Do not commit to any media until the creative and media plan have been approved
3. Feedback on advertising (creative & media) must be adhered to by partners at all times
4. Apple reserves the right to amend advertising guidance and will communicate updates to partners as necessary

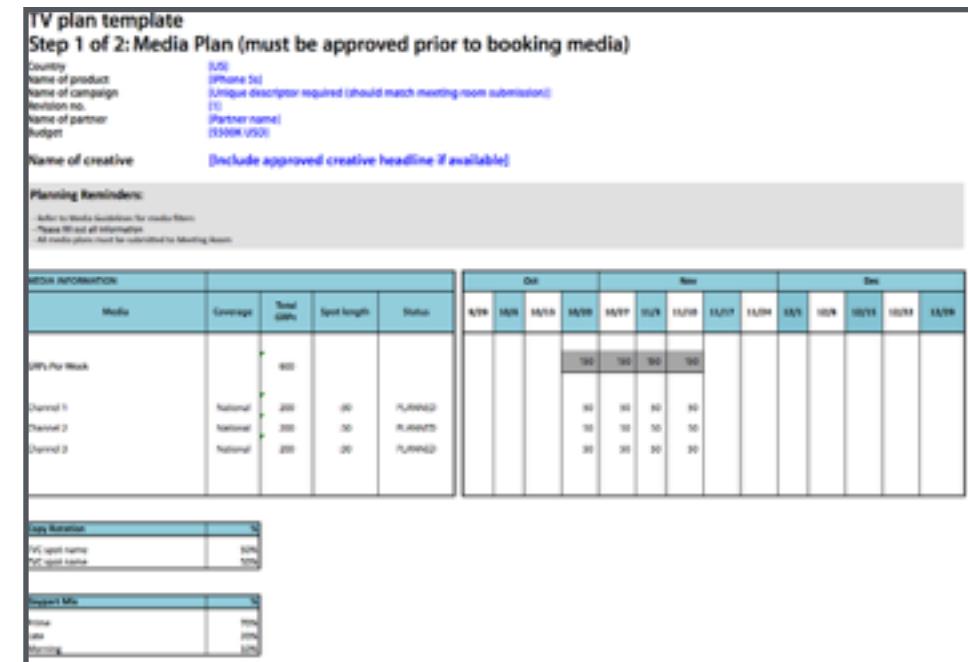
# Submitting your plans to Apple

1



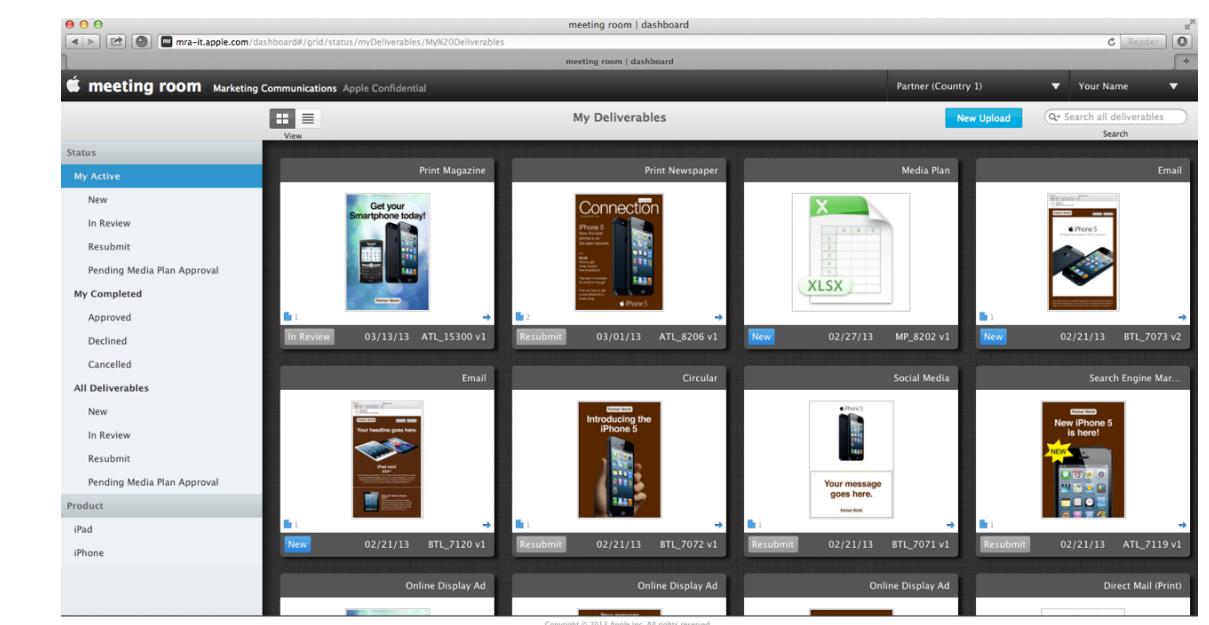
Plan your media according to the principles in this guide.

2



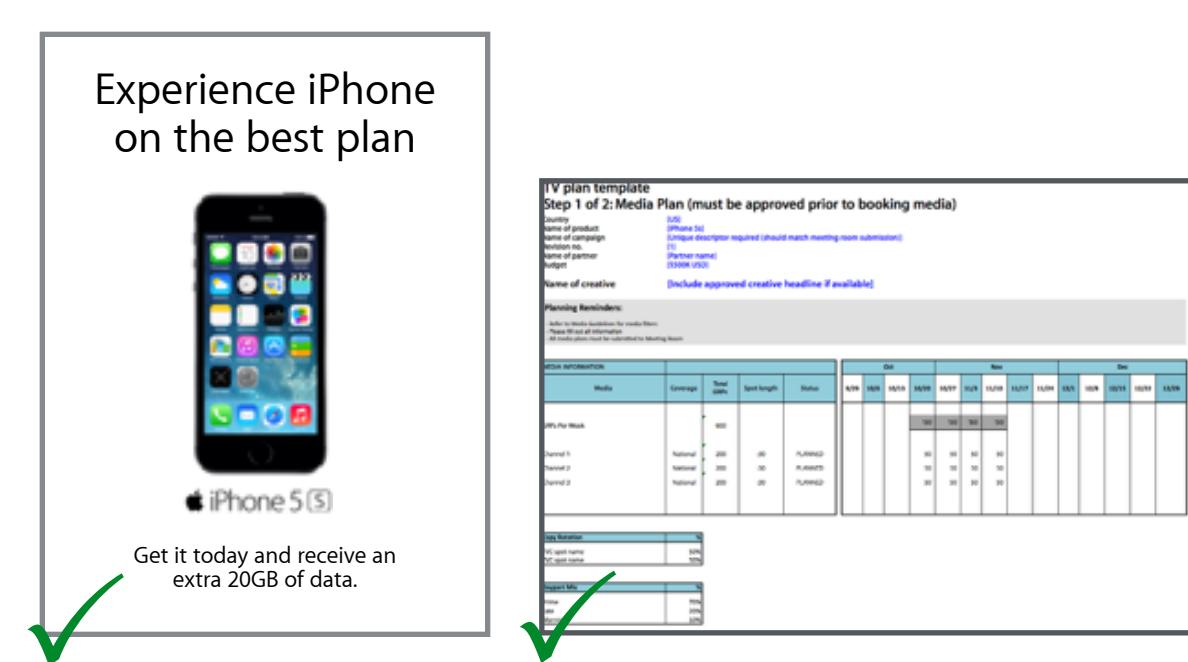
Fill out the Media Planning Template provided by Apple.

3



Submit your plans for review to Meeting Room (<https://meetingroom.apple.com>) and link your media plan to the associated creative.

4



Book your media once creative and media are approved.

1

TV



## Programming

- Focus on broad, quality, national level programming. Premium breaks/position-in-break are recommended.
- All programming must be approved by Apple before air. Submit spot lists as soon as they are available, at least one week before first air. Spot lists may be submitted one week at a time if necessary.
- Avoid any programming that is low-quality or controversial. Children's programming, extreme violence (including violent sports), demeaning reality shows, and religious content will not be approved.
- Ensure feedback on restricted programming is adhered to and applied to future plans.
- Some markets have a list of Apple-approved programming. Please check with your Apple Marketing representative for availability.

## Dayparts/Frequency

- A minimum of 60% prime/peak is required. Focus should be on securing the best quality programming and this usually airs in primetime.
- No more than 2 spots per half hour/3 spots per hour/maximum of 4 spots per program.
- Manage competitive separation with networks so ads don't run in the same break as competitive ads.

## Universal TVC

- If using creative from Beam, please note universal TVC spot length may vary. Please ensure media is flexible and can be converted if creative length changes.

## Online Video

- Permitted to use as an extension of TV (see digital guidelines).



## Qualities of good programming

### Relevant

- Storylines that engage and entertain
- Contemporary environment that complements the product's innovations

### Premium

- Quality writing, production, and acting
- Polished, high budget series
- Respected presenter
- Established cast/crew
- Award-winning, recognized by industry

### Engaged Audience

- Multiple seasons, assured longevity
- Loyal fan following

### Sports

- Quality national sports
- Recognized sports
- Athletic competitions



## Programming to avoid

### Children-targeted

- No early morning cartoons
- No young teen sitcoms or dramas (i.e. Hannah Montana)
- Select Pixar & Disney films approved case by case

### Controversial

- No political debates
- No religious programming
- No overly sexual, political, violent, or drug-related content
- Nothing salacious or degrading

### Reality

- No extreme sexual innuendos
- No dating game scenarios
- No demeaning competition scenarios

### Violent Sports/Gambling

- No gambling type of 'sports' (i.e. horse & dog racing or poker)
- No violent sports (i.e. wrestling, boxing, ultimate fighting)

# TV | Media plan submission checklist

<h2>TV plan template</h2> <h3>Step 1 of 2: Media Plan (must be approved prior to booking media)</h3>																																																																																																																		
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<b>MEDIA INFORMATION</b>		<table border="1"> <thead> <tr> <th colspan="2"></th> <th colspan="2">Oct</th> <th colspan="2">Nov</th> <th colspan="2">Dec</th> </tr> <tr> <th>Media</th> <th>Coverage</th> <th>Total GRPs</th> <th>Spot length</th> <th>Status</th> <th>9/29</th> <th>10/6</th> <th>10/13</th> <th>10/20</th> <th>10/27</th> <th>11/3</th> <th>11/10</th> <th>11/17</th> <th>11/24</th> <th>12/1</th> <th>12/8</th> <th>12/15</th> <th>12/22</th> <th>12/29</th> </tr> </thead> <tbody> <tr> <td>GRPs Per Week</td> <td></td> <td>600</td> <td></td> </tr> <tr> <td>Channel 1</td> <td>National</td> <td>200</td> <td>:30</td> <td>PLANNED</td> <td></td> <td></td> <td></td> <td>150</td> <td>150</td> <td>150</td> <td>150</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Channel 2</td> <td>National</td> <td>200</td> <td>:30</td> <td>PLANNED</td> <td></td> <td></td> <td></td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Channel 3</td> <td>National</td> <td>200</td> <td>:30</td> <td>PLANNED</td> <td></td> <td></td> <td></td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>												Oct		Nov		Dec		Media	Coverage	Total GRPs	Spot length	Status	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22	12/29	GRPs Per Week		600																	Channel 1	National	200	:30	PLANNED				150	150	150	150								Channel 2	National	200	:30	PLANNED				50	50	50	50								Channel 3	National	200	:30	PLANNED				50	50	50	50							
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## Step 1: Media plan approval (before booking media)

- Specify TVC creative and flight length
- Minimum of 60% prime
- Include budget (actual, not rate card)

## Step 2: Spot list approval (before first air)

- List out all programs and times
- Focus on quality programming
- No low-quality, demeaning, violent, or children's programming

2

Print



### Titles

- Titles should match your footprint. If you provide nationwide service, national titles can be used. Regional partners should be limited to regional publications.
- Focus on quality, well-produced print publications. Tabloids, gossip magazines, and other low-quality environments will not be approved.

### Formats

- All ads must be 4-color (no black & white).
- Magazine placements must be full-page ads appearing within the publication. Back cover magazine placements are not currently approved.
- Newspaper placements must be full-page or page dominant (more than 50% of page). Exceptions may be approved if it is guaranteed that no other advertisers will appear on the page.
- Product flyers placed in magazines as a free-standing insert (FSI) are not approved.

### Implementation

- Maintain a 6-page separation from competitors. You should negotiate competitive separation with the publications when you book.

### Digital

- Digital platforms for approved print publications are permitted.

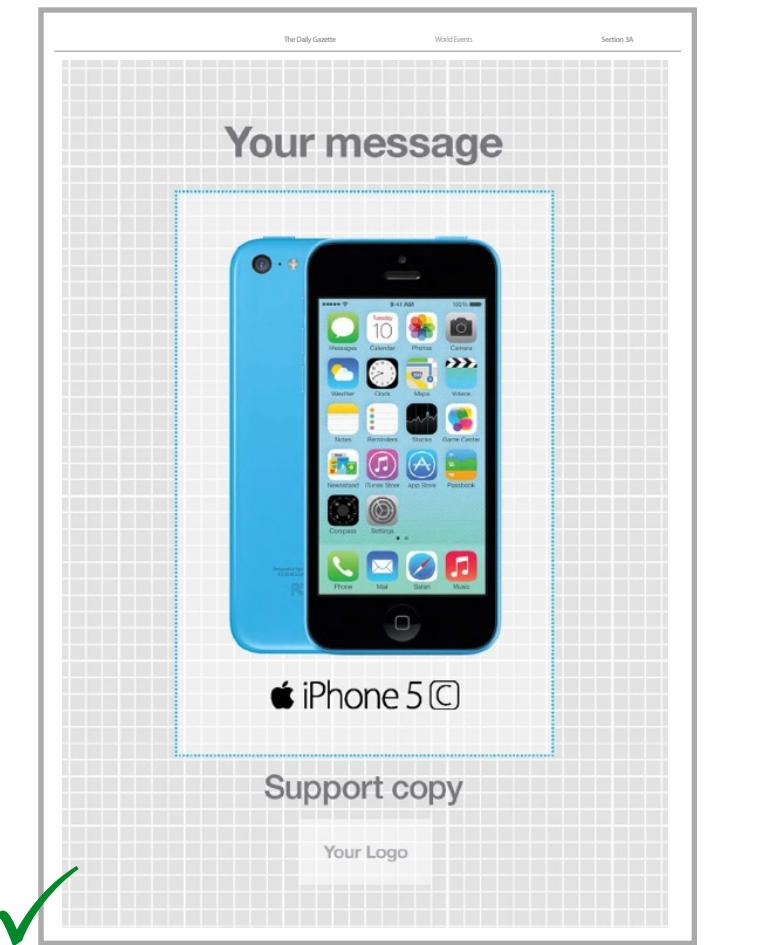
# Print | Examples of approved & unapproved placements

## Magazines



full page inside

## Newspapers



full page



less than page dominant & sharing page with other ads



page dominant



less than page dominant, but only ad on page

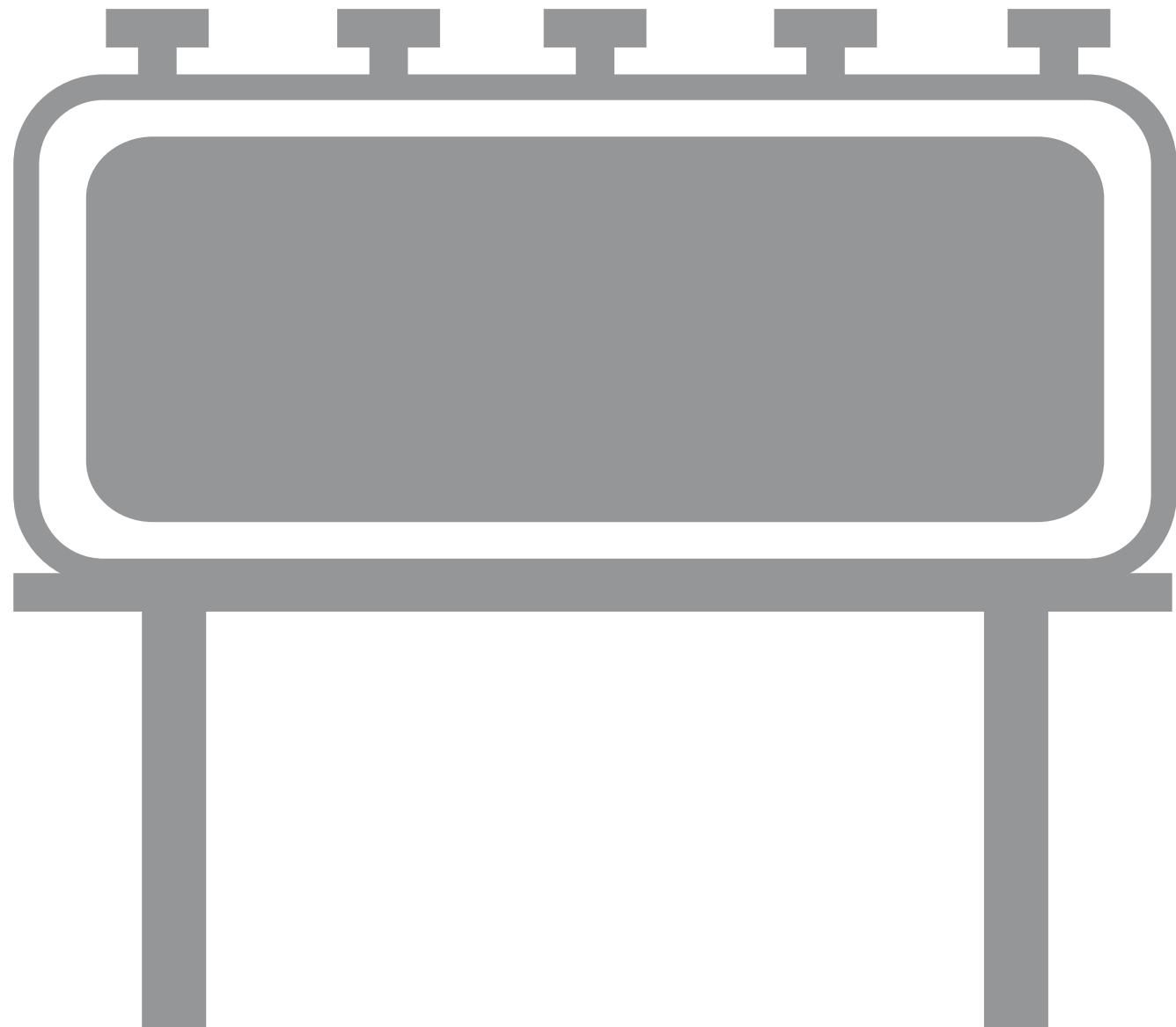
# Print | Media plan submission checklist

## Submission checklist

- Quality publications
- Ads are full-page or page dominant (more than 50% of page)
- 4-color (no B&W)
- Include budget (actual, not rate card)

3

Out-of-home



### Formats

- Focus on quality, traditional formats. Placements should be clean and well-lit.
- Single units are preferred so space isn't shared with other advertisers. For scrolling units, 100% share of voice is recommended but not required.
- Limit out-of-home presence to your footprint. Don't advertise in areas where your service is not available.
- For large format, include a photo of each placement and a map or list of locations. For street level, please submit a representative photo of each unit size and a list of cities where units will run.

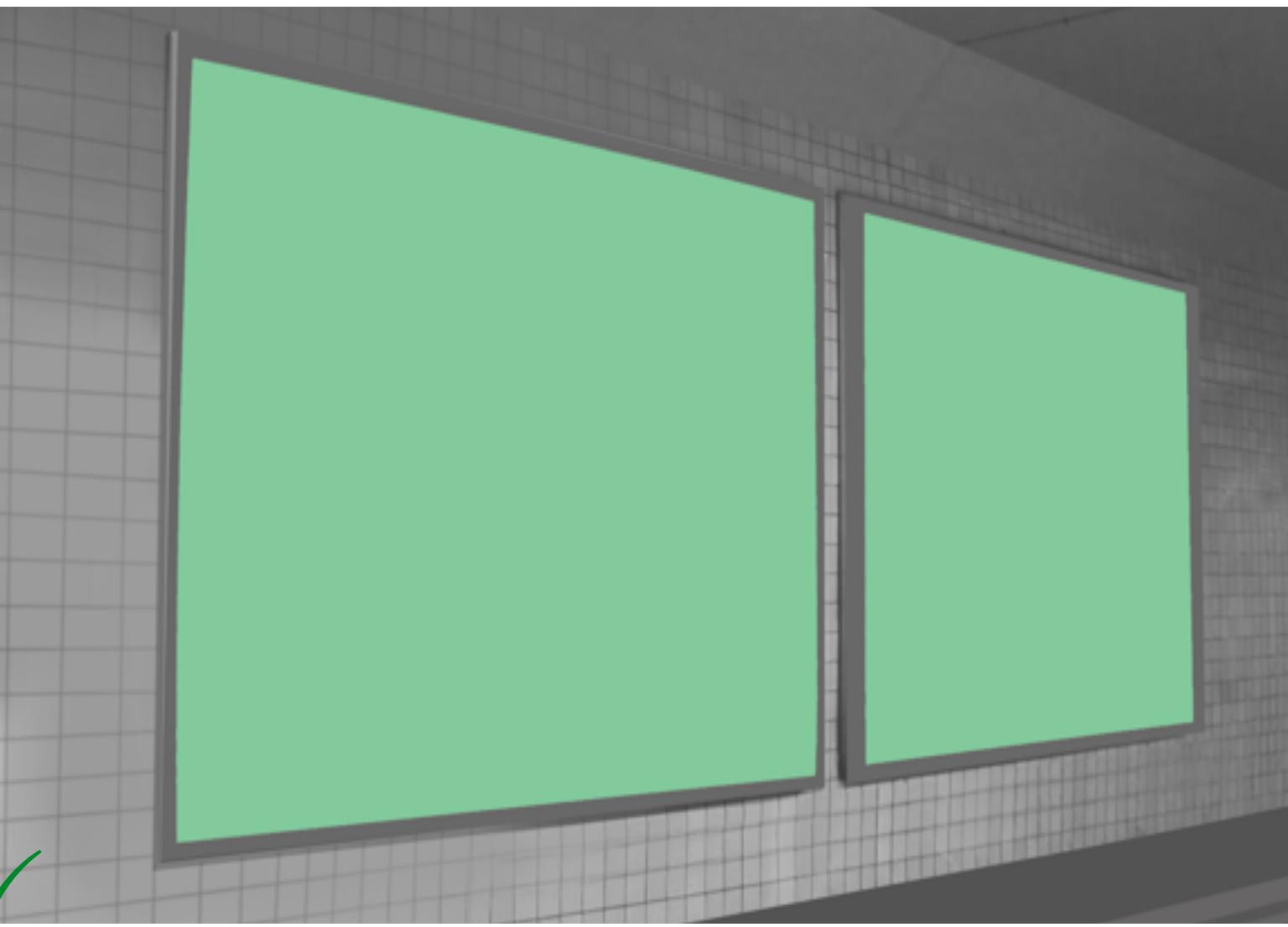
### Digital

- Static digital out-of-home placements are permitted, but no motion video.

## Out-of-home | Examples of approved placements



Billboards



Transit billboards



2m<sup>2</sup> / 8m<sup>2</sup>



Bus shelters / 6-sheets



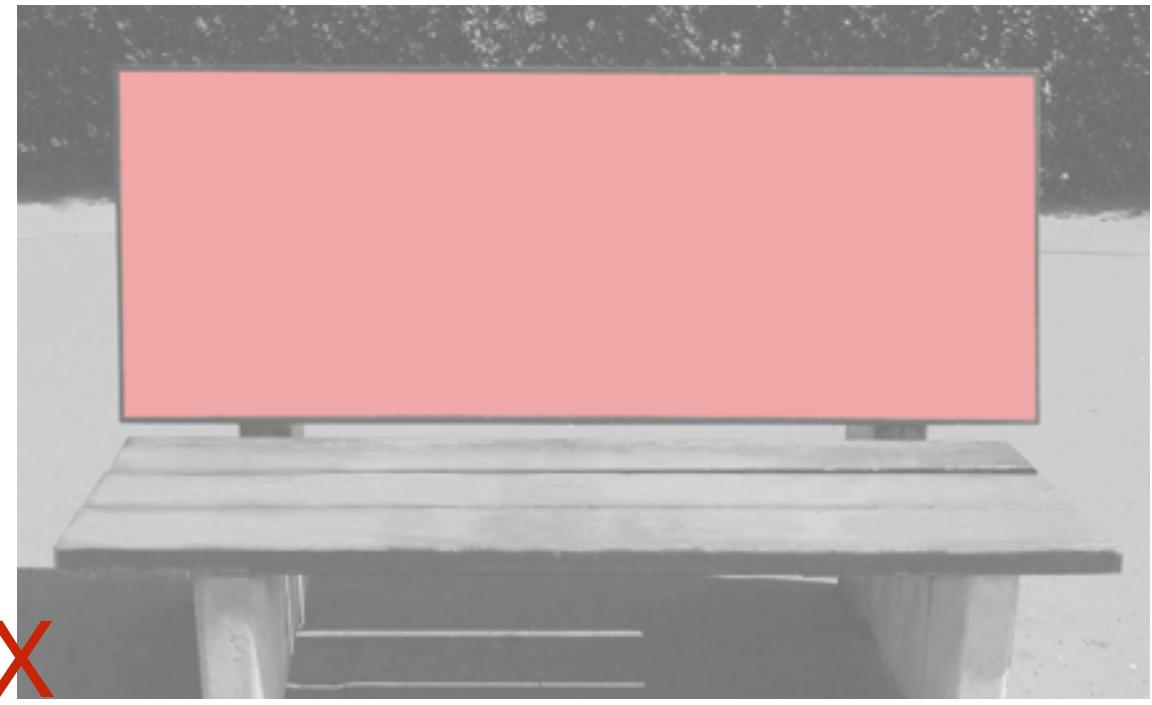
Digital 6-sheets (static)



Pillars

Additional formats may be submitted for approval

## Out-of-home | Examples of unapproved placements



**X**

Bus benches



**X**

Bus panels



**X**

Taxi tops



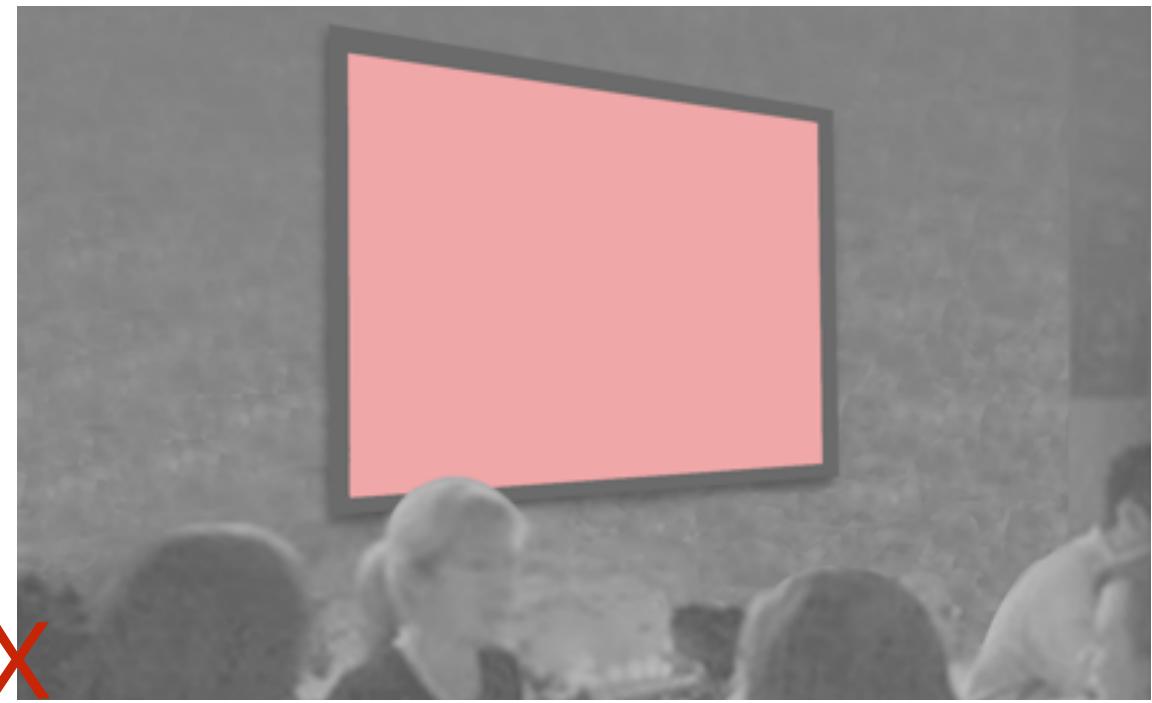
**X**

Car wraps



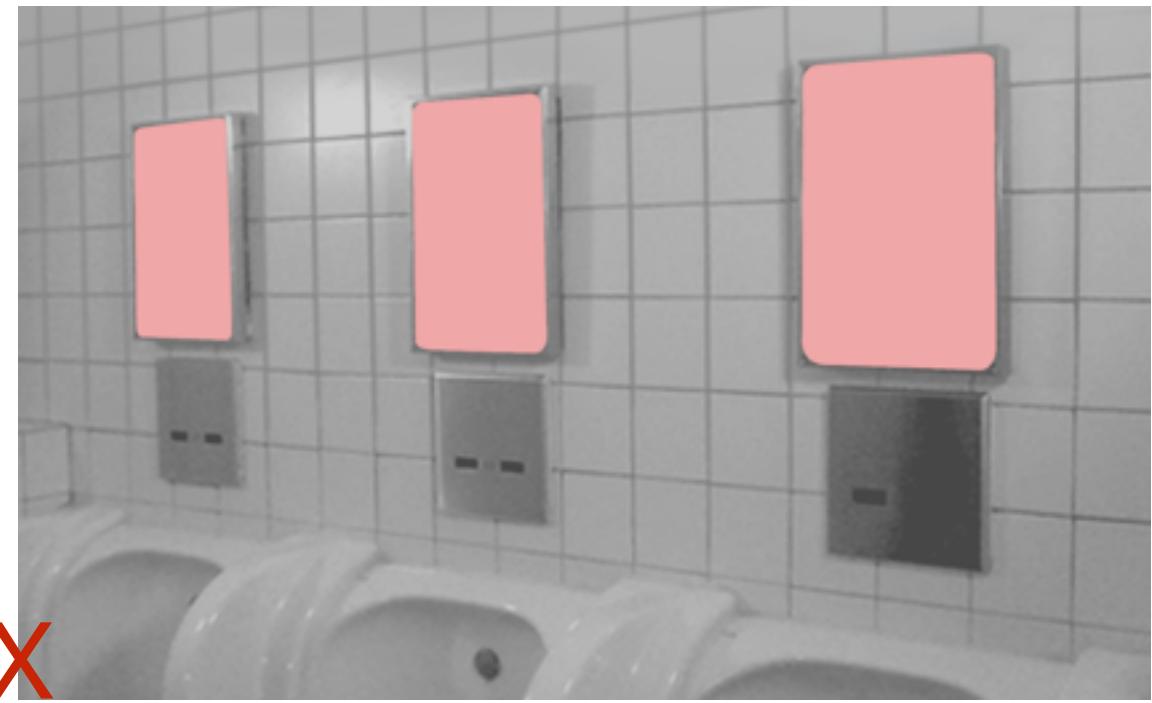
**X**

Elevators



**X**

Bar / gym / hotel / doctor's office posters



**X**

Toilets



**X**

Trash cans / Recycling bins



**X**

Skywriting / Airplane banners



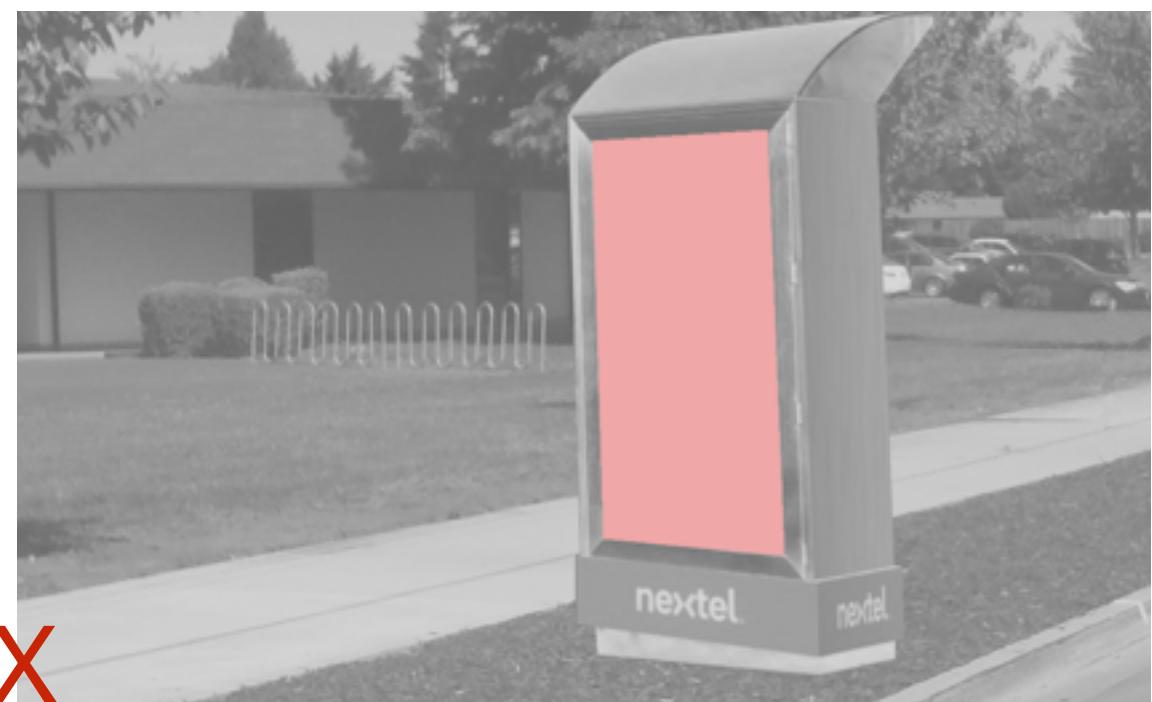
**X**

Escalators



**X**

Door hangers



**X**

Phone booths

Additional formats may be restricted

# Out-of-home | Media plan submission checklist

**OOH plan template**

Country: [Placeholder]

Name of product: [Placeholder]

Name of Campaign: [Placeholder]

Name of creative: [Placeholder]

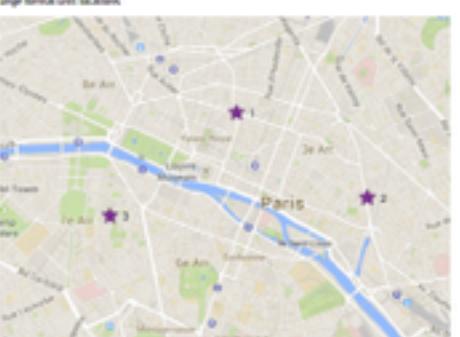
Advertiser ref: [Placeholder]

Name of partner: [Placeholder]

Budget: [Placeholder]

Please include a map + photos of all large format units and/or include examples of street level + airport formats below.

Map of Large Format unit locations:



Large Format Unit Examples:

All Large Format Units (Billboards):



Street Level Unit Examples:

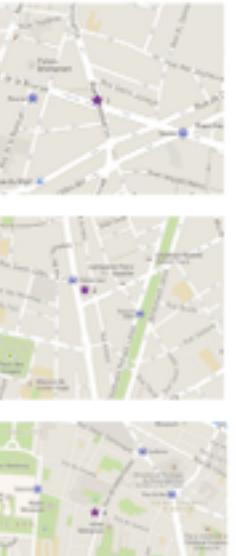
Example of Street Level (Roadside A):



Example of Street Level (Roadside B):



Airport Format Examples:



## Submission checklist

- ❑ Traditional formats only
- ❑ Include photos and location details
- ❑ Include flighting and budget (actual, not rate card)

4

Digital



## General

- Prioritize quality of environment over efficiency.
- For each website, list all sections where ads will run and provide URLs.
- Avoid low-quality environments, tech rumor sites, unofficial Apple/competitor sites, messenger programs/restricted social networks, controversial content, gossip sites, and user-generated content.
- Auction and product listing sites approved for relevant (i.e. electronics) section fronts, no listing pages.
- Affiliate sites will be reviewed on a case by case basis.
- No advertising within email environments, with the exception of log-in/sign-in pages.

## Formats

- Standard formats only (see p.21 for approved ad sizes), above the fold preferred.
- No skins, takeovers, or billboards.
- No intrusive placements, such as floating ads, pre-expanded banners, auto sound, or popunders/overs.

## Technology

- HTML5, dHTML, HTML 4, GIF, and JPEG technology is permitted.
- No flash (SWF) ads are allowed.

## Privacy/Targeting

- No behavioral targeting or IP address targeting. Geo targeting permitted on a case by case basis when messaging is region-specific.
- No retargeting.
- No first impression or sequential targeting.
- No first or third party data added to media buys.

## Competitors

- No competitors on the page at the same time.
- No conquering of competitive content.



## Ad networks/Exchanges

- Network and exchange buys are not preferred. If included, limit the network to 50 or less of the most relevant websites or apps, and list out all websites/apps where ads will run, including URLs. Filter out low-quality and irrelevant placements prior to submitting.
- Real time buying is not approved. Buy specific, planned volume on sites, not audience.

## Online video

- Full-length episodes of approved programming/movies on desktop, tablet, and mobile are approved.
- A full list of programs must be submitted, similar to TV.
- TV online must run on the website or app where the program originated.
- Short video clips and news footage are not approved, except for live sports (approved sports on approved sites), sports news, and music videos.
- Online video within user-generated content (i.e. YouTube) is not permitted. No YouTube TrueView or other in-stream ads are allowed.

## Tablet

- Ads in tablet environments are approved and subject to display guidelines. Please note, approved tablet app sizes differ from tablet browser sizes (refer to p.21).
- Tablet ads may expand to full-screen only on user initiation.
- Video in full episode player tablet apps is subject to online video guidelines.
- Full-screen ads in tablet magazines and other magazine-like experiences are approved (i.e. Flipboard, WSJ, etc.)

## Mobile

- Ads in mobile-optimized and in-app environments are approved and subject to display guidelines. Non-optimized mobile browser display ads are not approved. Refer to p.21 for approved mobile sizes.
- Mobile ads may expand to full-screen only on user initiation.
- Video in full episode player mobile apps is approved, per the online video guidelines. Universal TVCs are not approved for mobile.
- Text messages are not approved.

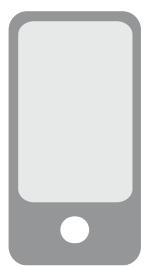
## Digital - Display | Examples of approved sizes



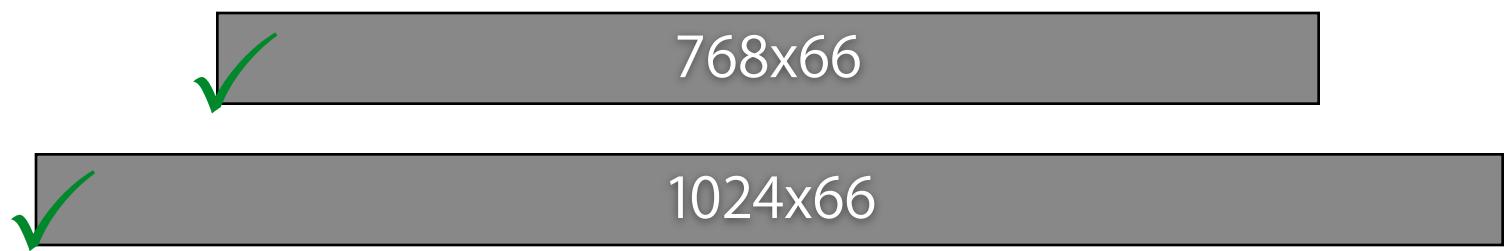
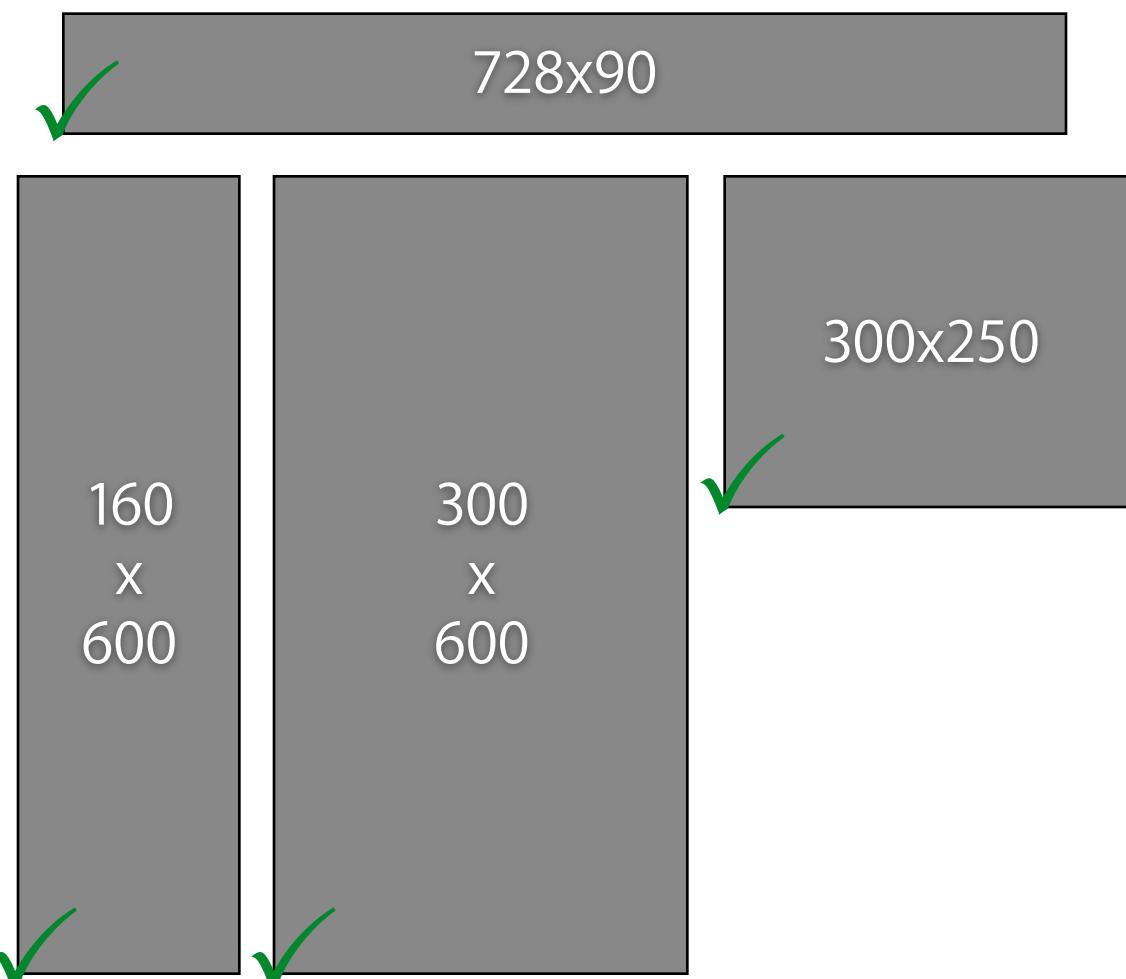
Browser (Desktop + Tablet)



Tablet Apps



Mobile Browser + Apps



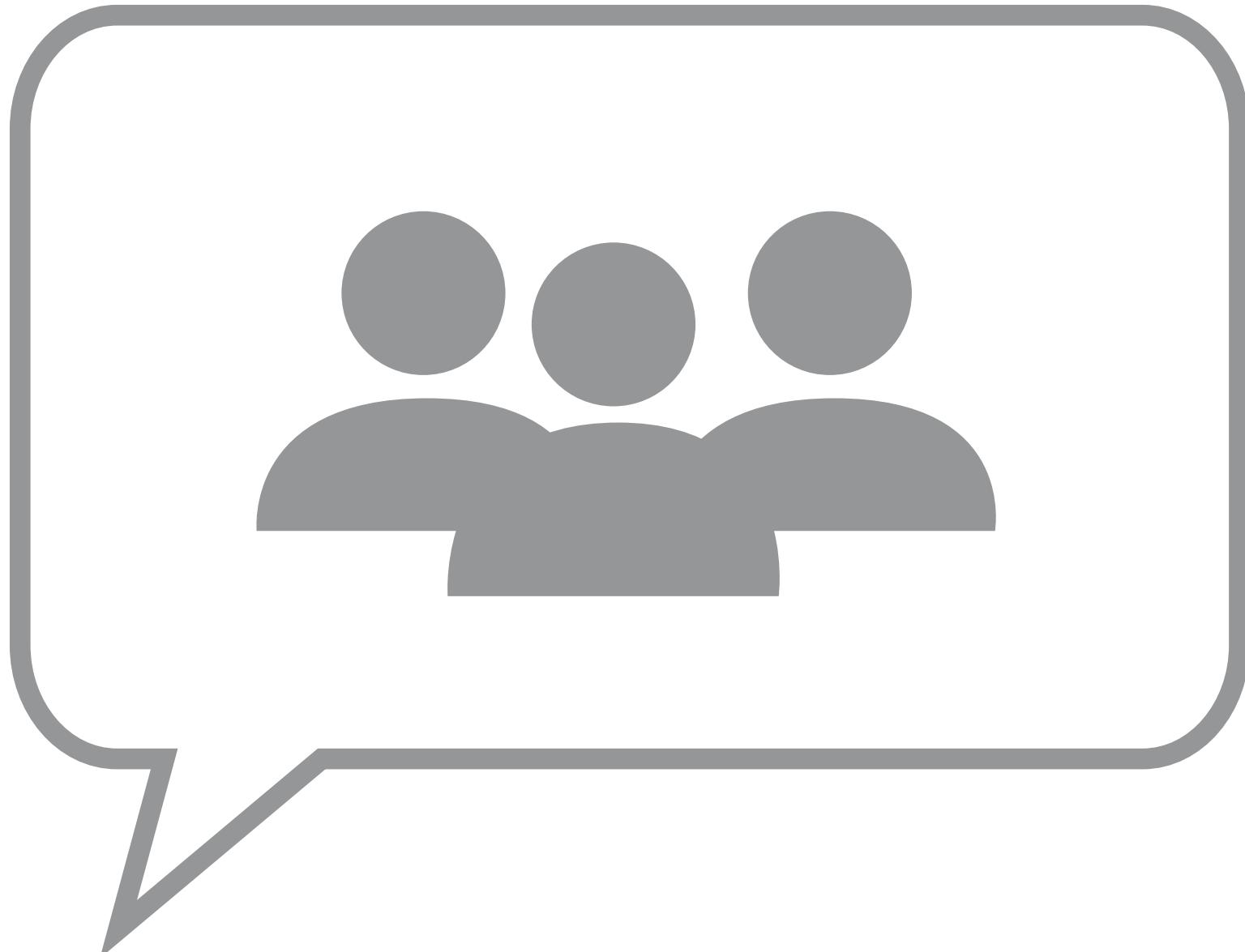
If these units are not considered standard sizes in your market, comparable sizes may be submitted for review

# Digital - Display | Submission checklist

Digital Display plan template										
Country [US] Name of product [Phone Sc] Name of campaign [Unique descriptor required (should match Meeting Room submission)] Name of creative [Include approved creative headline(s) if available] Revision no. [1] Name of partner [Partner name] Budget: [£500K] Flight dates [mm/dd/yyyy - mm/dd/yyyy] Total bought impressions: [£500K] Total bought clicks										
Planning Reminders: -Please provide URLs for all sites & be sure to include section placement details -Refer to Media Guidelines for media filters -Please fill out all information -All media plans must be submitted to Meeting Room -For Ad Networks, please list out all sites (with urls) on a separate tab										
Site Name	Section Name	Device	Creative Size (width x height)	Creative Technology	Start Date	End Date	Placement URL	Planned Impressions	Planned Clicks	Cost Structure
[Yahoo]	[Homepage]	[Desktop]	300x250 & 728x90	[gif]	1/31/2015	2/15/2015	[www.yahoo.com]	5,000	-	cpm
[CNET]	[News, Reviews, How To]	[Desktop]	320x100 & 300x600	[gif]	1/31/2015	2/15/2015	[www.cnet.com/news, www.cnet.com/reviews, www.cnet.com/howto]	-	5,000	cpc
[Vogue]	[iOS App]	[Mobile]	120x60 & 480x12	[html]	1/31/2015	2/15/2015	[https://itunes.apple.com/us/app/vog-ue/id402666570?mt=8]	5,000	-	cpm
[DC]	[iOS App]	[Tablet]	768x66 & 1024x66	[gif]	1/31/2015	2/15/2015	[https://itunes.apple.com/us/app/dc/id391759487?mt=8]	5,000	-	cpm
[Facebook]	(Promoted page post - targeted to opioid in community only)	[Desktop]	N/A	N/A	1/31/2015	1/31/2015	[www.facebook.com]	5,000	-	cpm

## Submission checklist

- Standard ad sizes only
- Use approved technology only (no flash)
- Include all URLs and website sections where ads will run
- If including ad network, limit to top 50 sites and include all URLs
- No audience targeting
- Include budget (actual, not rate card)



## Facebook

- Product-related Facebook posts are permitted to run in newsfeed as promoted page posts. Message and creative must be approved by Apple.
- Ads on the Facebook log-out page are permitted, subject to creative approval.
- Direct buys only, no Facebook Exchange.
- Right rail, marketplace, or any other developing ad products are not approved.

## Twitter

- Product-related promoted and sponsored tweets permitted. Message and creative must be approved by Apple.

## Instagram

- Instagram posts are permitted, per the Marketing Guidelines, but no sponsored posts are allowed.

## YouTube

- Refer to Digital section for guidance on paid YouTube opportunities.

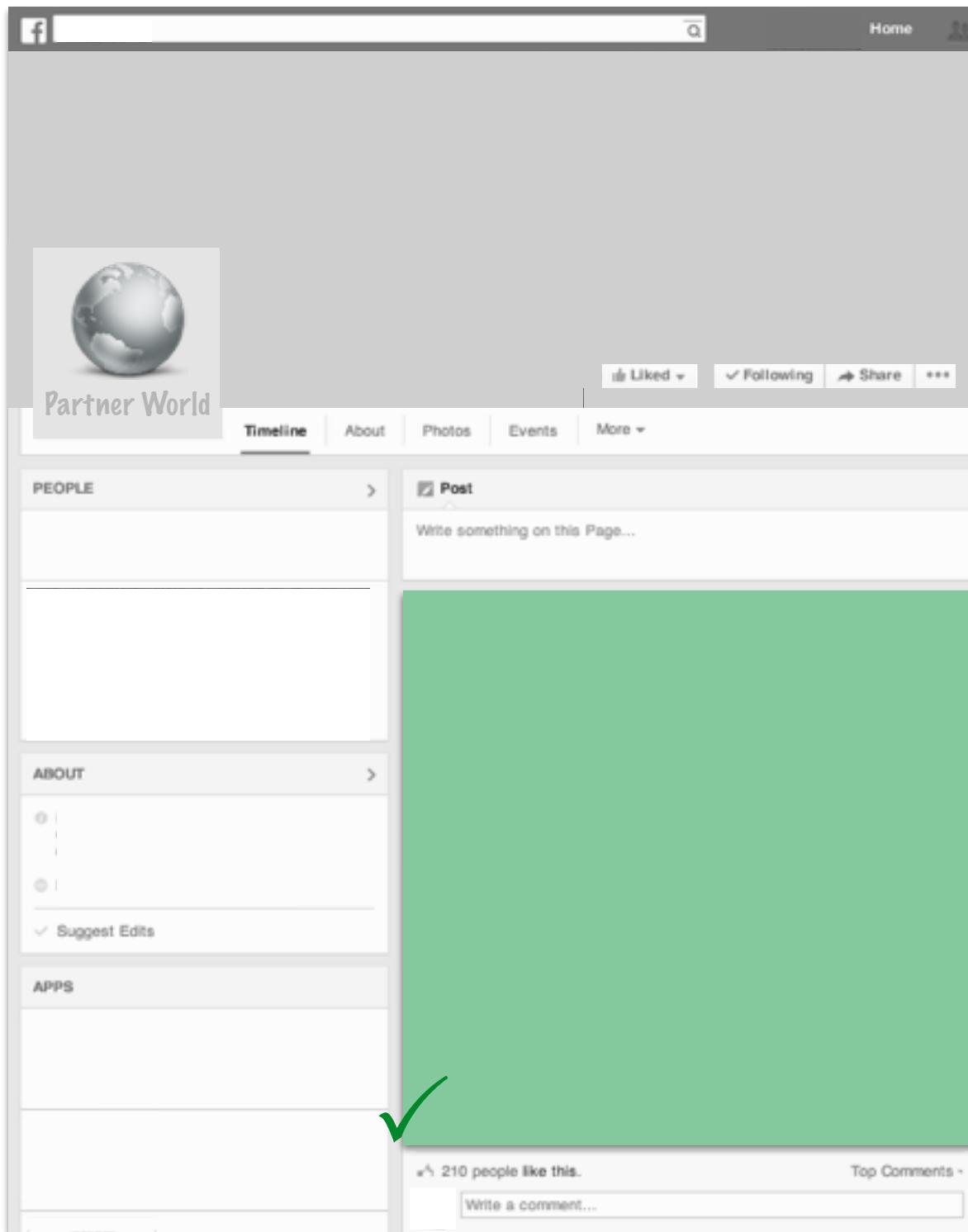
## Frequency

- Frequency will be limited and subject to messaging approval.
- Two day competitive separation of posts required.

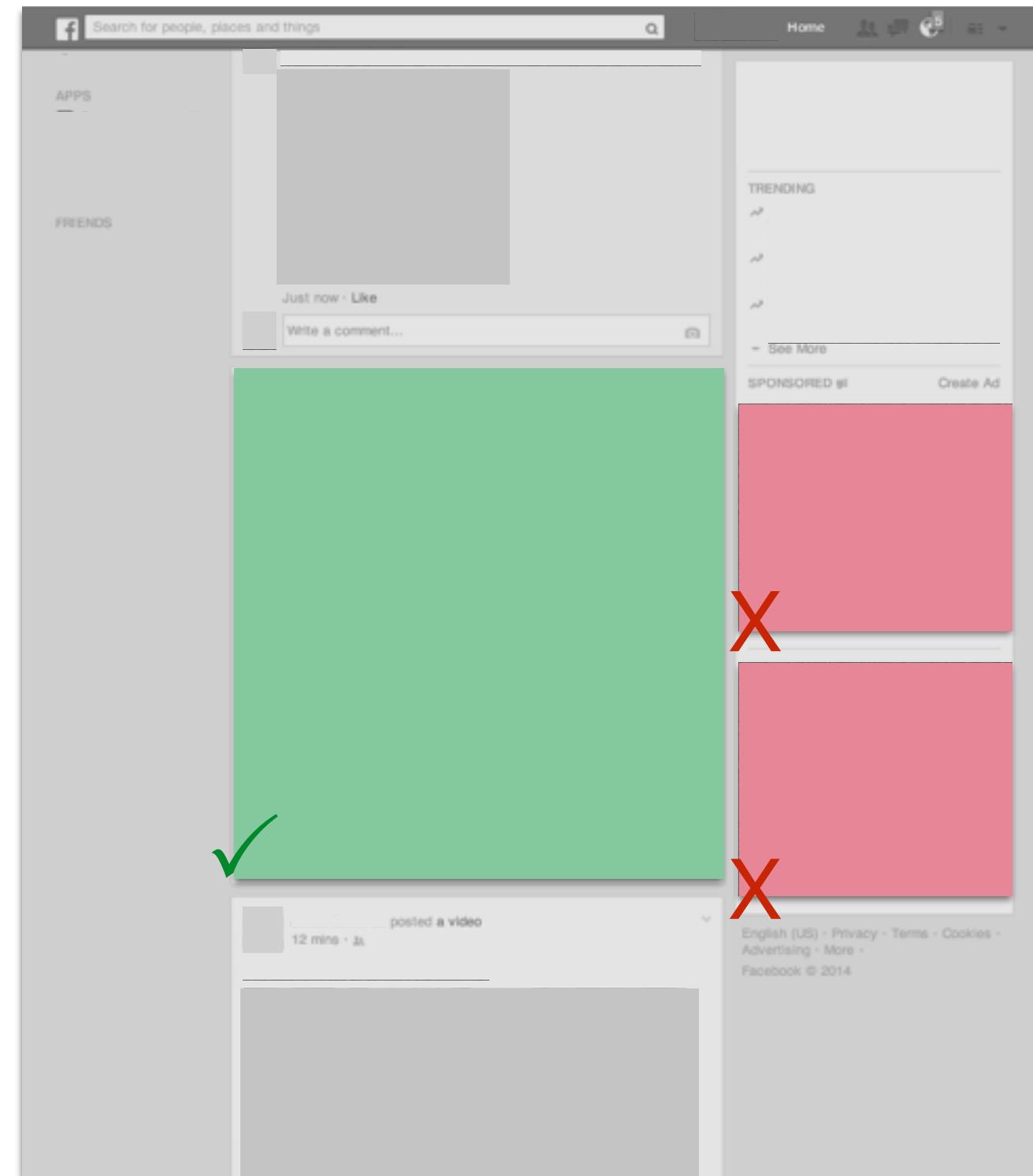
## Targeting

- Social media posts can be served to your opted-in community only.
- No use of first/third party user data or behavioral targeting is permitted.

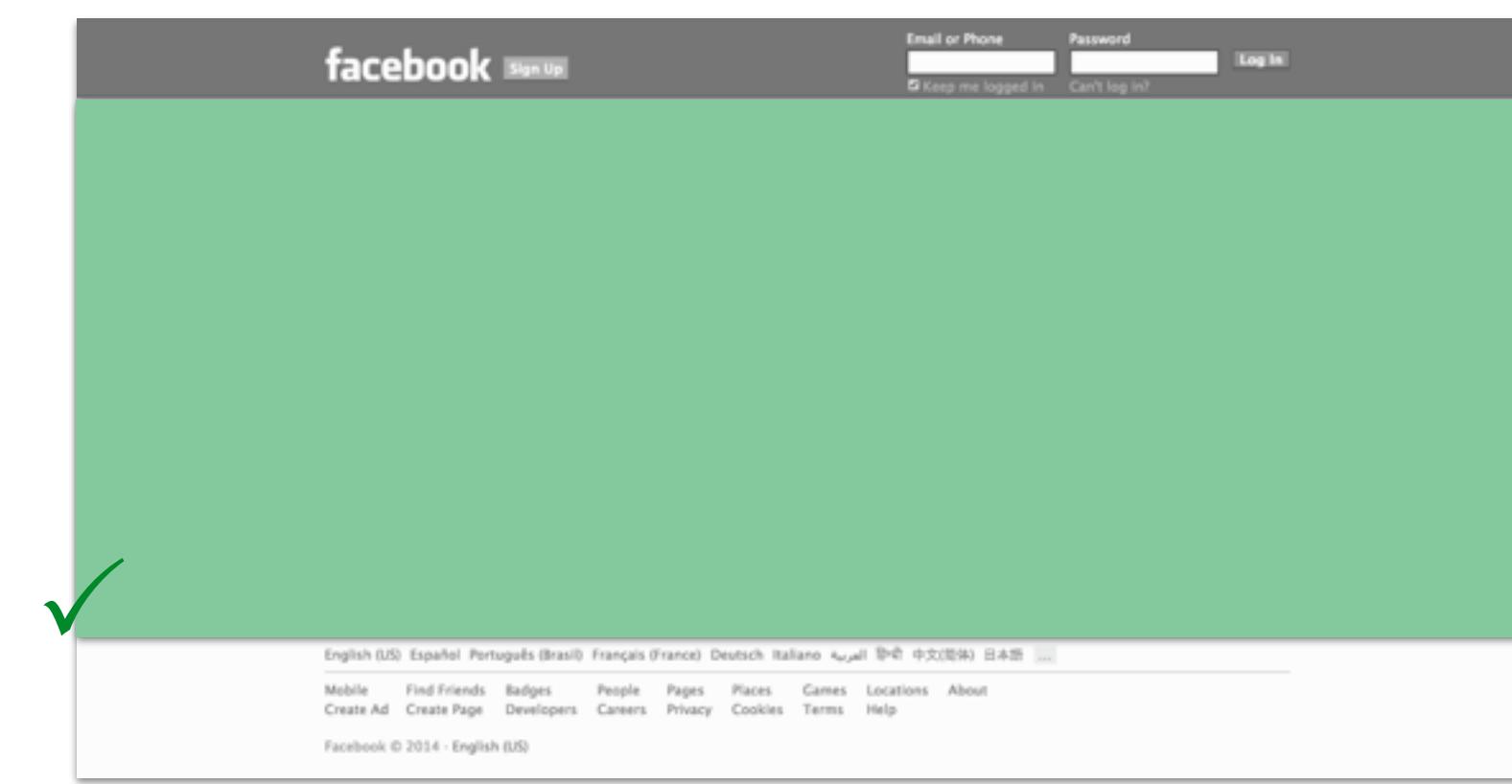
# Digital - Social Media | Approved formats



Partner page

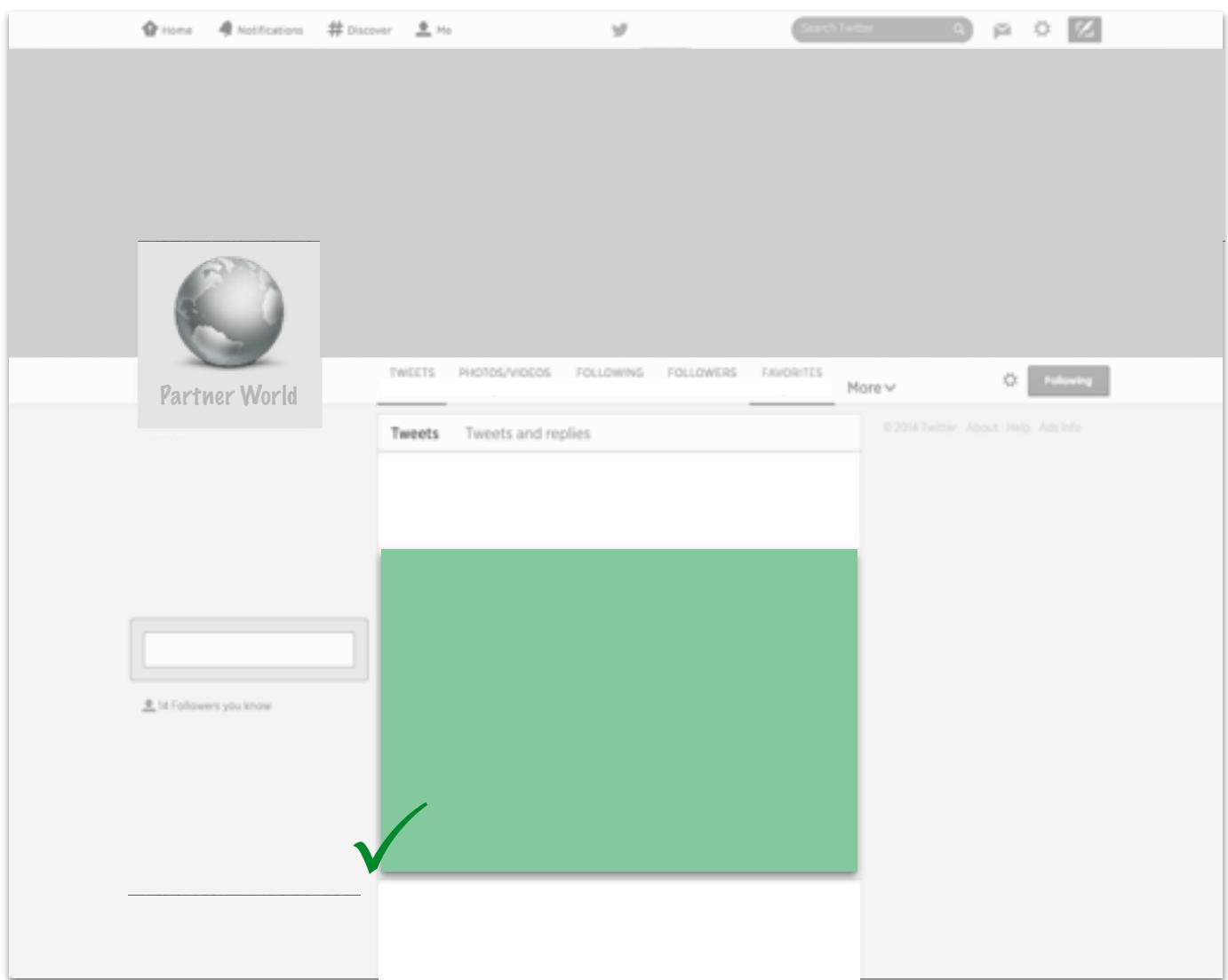


Newsfeed

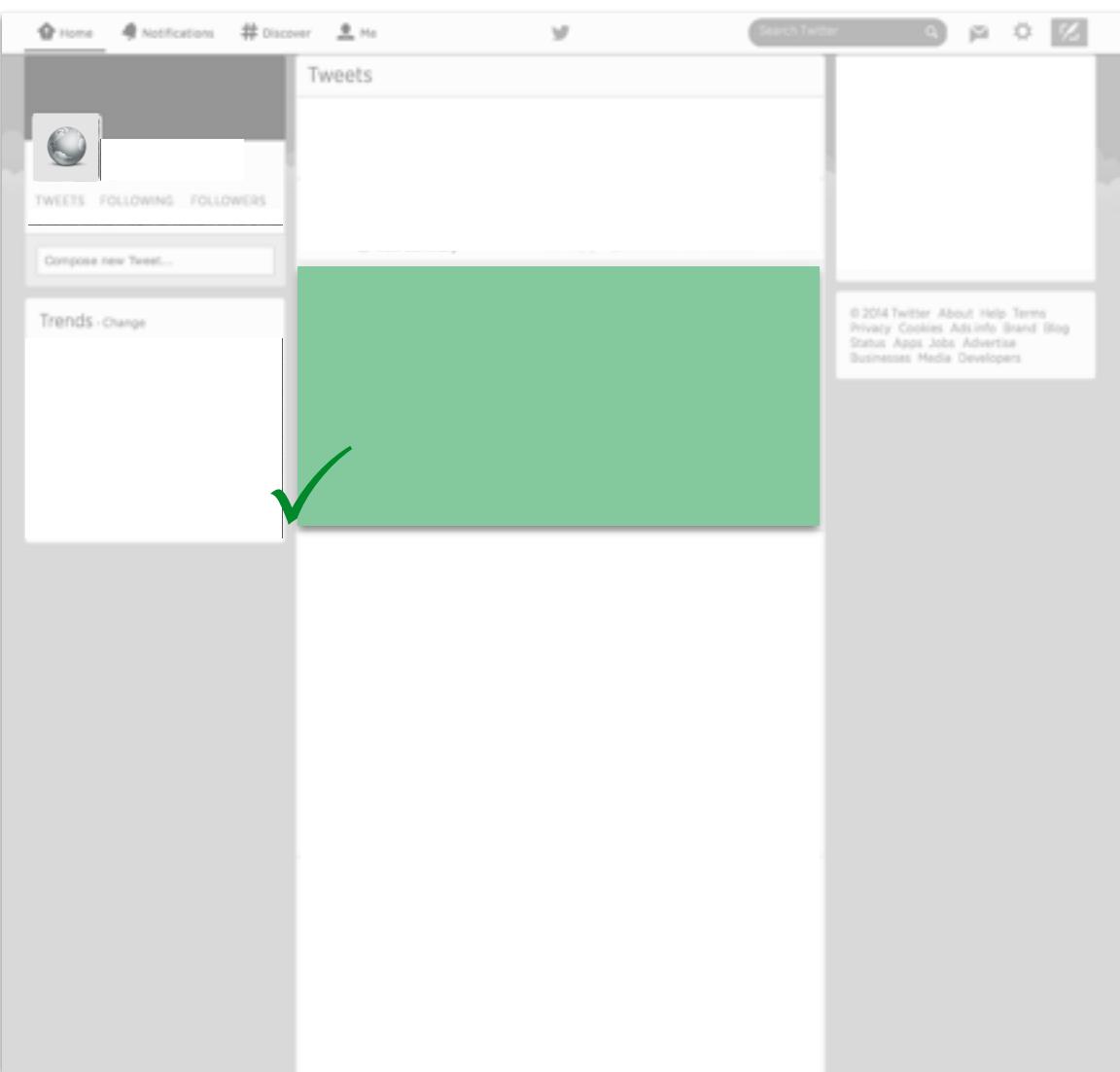


Log-out page

# Digital - Social Media | Approved formats



Partner page



Feed

# Digital - Social Media | Submission checklist

Digital Display plan template										
Country	[US]									
Name of product	[Phone Sc]									
Name of campaign	[Unique descriptor required (should match Meeting Room submission)]									
Name of creative	[Include approved creative headline(s) if available]									
Revision no.	[1]									
Name of partner	[Partner name]									
Budget	[\$500K]									
Flight dates	[mm/dd/yyyy - mm/dd/yyyy]									
Total bought impressions	[\$500K]									
Total bought clicks										
Planning Reminders:										
<p>- Please provide URL's for all sites &amp; be sure to include section placement details - Refer to Media Guidelines for media filters - Please fill out all information - All media plans must be submitted to Meeting Room - For Ad Networks, please list out all sites (with url) on a separate tab</p>										
Site Name	Section Name	Device	Creative Size (width x height)	Creative Technology	Start Date	End Date	Placement URL	Planned Impressions	Planned Clicks	Cost Structure
[Yahoo]	[Homepage]	[Desktop]	300x250 & 728x90	[gif]	1/31/2015	2/15/2015	[www.yahoo.com]	5,000	-	cpm
[CNNT]	[News, Reviews, How To]	[Desktop]	300x250 & 300x600	[gif]	1/31/2015	2/15/2015	[www.cnn.com/news, www.cnn.com/reviews, www.cnn.com/howto]	-	5,000	cpc
[Vogue]	[iOS App]	[Mobile]	120x60 & 480x12	[html]	1/31/2015	2/15/2015	[https://itunes.apple.com/us/app/vog-ue/id402666570?mt=8]	5,000	-	cpm
[DC]	[iOS App]	[Tablet]	768x66 & 1024x166	[ipad]	1/31/2015	2/15/2015	[https://itunes.apple.com/us/app/dc/id421175487?mt=8]	5,000	-	cpm
[Facebook]	[Promoted page post - targeted to opted-in community only]	[Desktop]	N/A	N/A	1/31/2015	1/31/2015	[www.facebook.com]	5,000	-	cpm

## Submission checklist

- Use the display template for paid social media placements
- Targeted to opted-in community only
- Direct buys only

5

Search Engine Marketing (SEM)



## Ads

- Message should focus on your offer, not generic product features. Do not copy Apple messaging.
- Ensure product names are spelled correctly (i.e. "iPhone 5c" not "Iphone 5C").
- Only refer to our products as being "on" or "at" your carrier or retailer. "[Partner name] iPhone 5c" is not approved.
- Use proper capitalization and punctuation. Only capitalize the first word of a new sentence and brand names. Refrain from using exclamation points.
- Don't include "a", "the", "an", "Apple", "newest", or "new" before product names.
- Only list pricing after the product name; for example, "iPhone 5 – \$199".
- Include English translations of ads for review, if applicable.

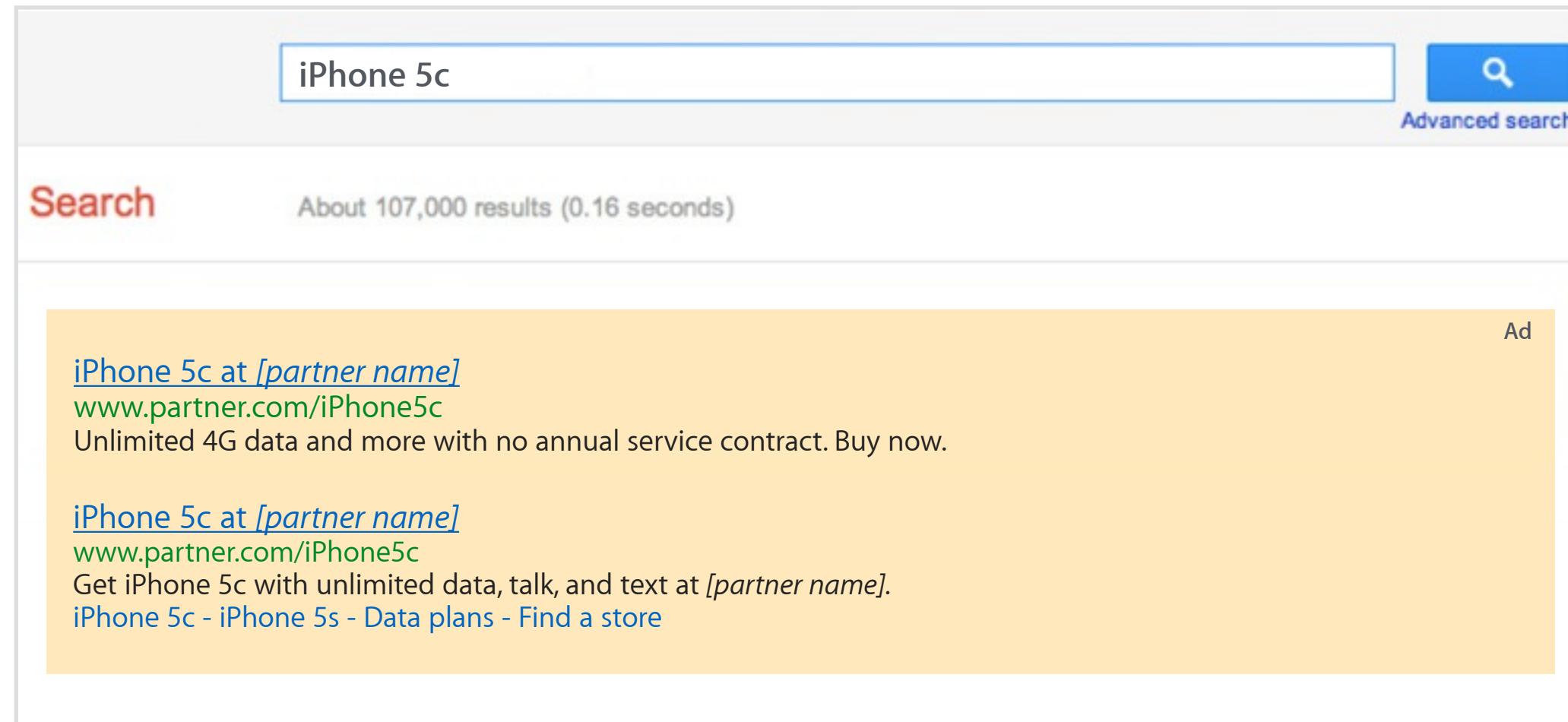
## Landing page

- Include destination URL leading to a page featuring exclusively Apple products. No competitor products should appear on the page.

## Sitelinks

- If desired, up to 4 additional sitelinks may be included. These should be complementary to the creative, and not drive to other products. For example, you may want to include "Data Plans" or "Accessories" for iPhone ads, but you should not link to competitive handsets.

## ✓ Examples of approved ads



iPhone 5c

Advanced search

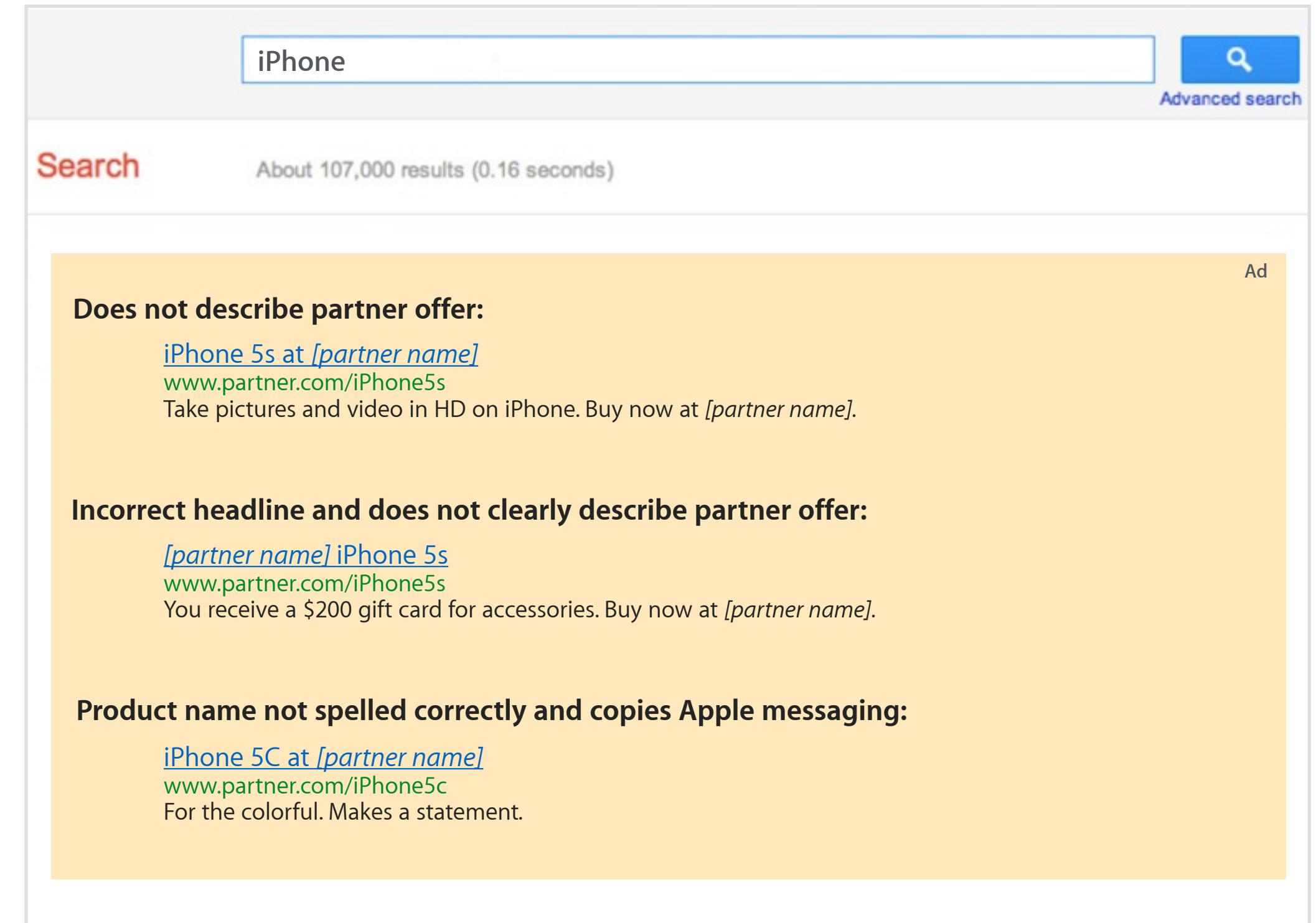
Search About 107,000 results (0.16 seconds)

**Ad**

[iPhone 5c at \[partner name\]](#)  
[www.partner.com/iPhone5c](http://www.partner.com/iPhone5c)  
Unlimited 4G data and more with no annual service contract. Buy now.

[iPhone 5c at \[partner name\]](#)  
[www.partner.com/iPhone5c](http://www.partner.com/iPhone5c)  
Get iPhone 5c with unlimited data, talk, and text at [partner name].  
[iPhone 5c - iPhone 5s - Data plans - Find a store](#)

## ✗ Examples of unapproved ads



iPhone

Advanced search

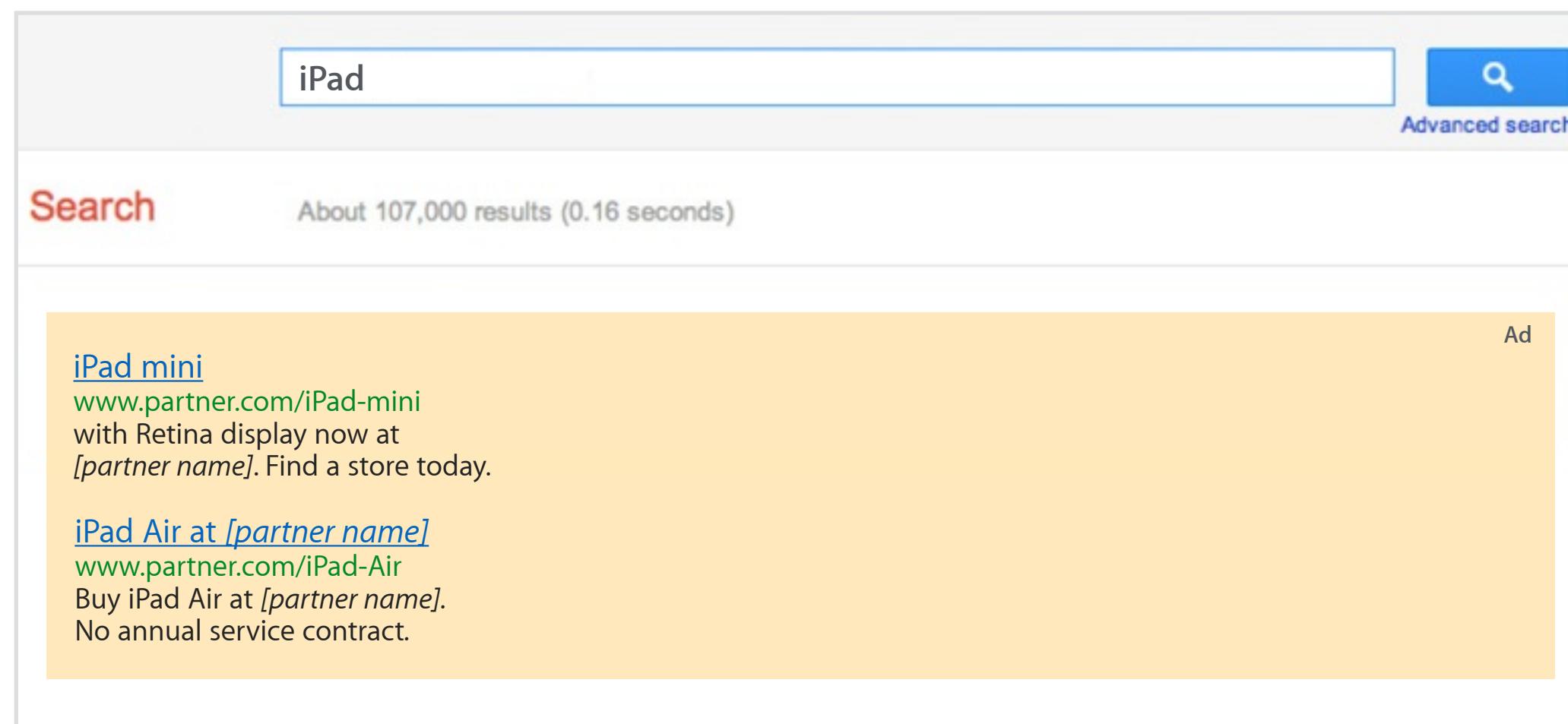
Search About 107,000 results (0.16 seconds)

**Ad**

**Does not describe partner offer:**  
[iPhone 5s at \[partner name\]](#)  
[www.partner.com/iPhone5s](http://www.partner.com/iPhone5s)  
Take pictures and video in HD on iPhone. Buy now at [partner name].

**Incorrect headline and does not clearly describe partner offer:**  
[\[partner name\] iPhone 5s](#)  
[www.partner.com/iPhone5s](http://www.partner.com/iPhone5s)  
You receive a \$200 gift card for accessories. Buy now at [partner name].

**Product name not spelled correctly and copies Apple messaging:**  
[iPhone 5C at \[partner name\]](#)  
[www.partner.com/iPhone5c](http://www.partner.com/iPhone5c)  
For the colorful. Makes a statement.



iPad

Advanced search

Search About 107,000 results (0.16 seconds)

**Ad**

[iPad mini](#)  
[www.partner.com/iPad-mini](http://www.partner.com/iPad-mini)  
with Retina display now at [partner name]. Find a store today.

[iPad Air at \[partner name\]](#)  
[www.partner.com/iPad-Air](http://www.partner.com/iPad-Air)  
Buy iPad Air at [partner name].  
No annual service contract.



## Keywords

- Include a comprehensive list of all keywords you plan to bid on.
- Include match type for each keyword on the list. Bid on phrase and exact match types only. Broad match keywords should not be used to maintain better relevance.
- Do not bid on competitive handset or competitive carrier keywords.

## Negative keywords

- Negative keywords are words that will prohibit your ad from showing up for specific queries. Using negative keywords ensures the ads that appear are relevant to the user's search query.
- A required list of negatives is pre-populated in the media template and must be implemented in your campaign. Please add any additional negatives you would like to include.
- Negative keywords should be phrase or broad match, except for "Apple" which should be on negative exact match.

## Expand your keyword lists by using the approved product, generic and modifiers below

SEM Template							
Country	[US]						
Name of product	[iPhone 5c]						
Name of campaign	[Unique descriptor required (should match Meeting Room submission)]						
Name of creative	[Include approved creative headline(s) if available]						
Revision no.	[1]						
Name of partner	[Partner name]						
Budget	[\$500K]						
Flight dates	[mm/dd/yyyy - mm/dd/yyyy]						
Destination url:	[http://www.partnerworld.com/iphone]						
<b>Planning Reminders SEM:</b>							
<ul style="list-style-type: none"> <li>- List all keywords, match types and negative keywords that will be used</li> <li>- Only use phrase and exact match keywords (broad match and broad match modifier are not approved)</li> <li>- Core negative keywords must be implemented for each campaign (highlighted red). If supporting iPhone include the additional iPhone terms (highlighted red). If supporting iPad include the additional iPad terms (highlighted green)</li> <li>- Negative keywords should be negative phrase or negative broad match</li> <li>- Duplicate sheet to list any additional ad creatives</li> </ul>							
Deals/iPhone	Match Type	Deals/Smartphone	Match Type	Deals/iPhone 5s	Match Type	Deals/iPhone 5c	Match Type
iPhone	Exact	Smartphone Deals	Phrase	iPhone 5s	Phrase	iPhone 5c	Phrase
iPhone Deals	Exact	Prepaid Smartphone Deals	Phrase	iPhone 5s Deals	Phrase	iPhone 5c Deals	Phrase
Best iPhone Deals	Exact	Smartphone Plan Deals	Phrase	Best iPhone 5s Deals	Phrase	Best iPhone 5c Deals	Phrase
Deals on iPhone	Exact	Find Smartphone Deals	Phrase	Deals on iPhone 5s	Phrase	Deals on iPhone 5c	Phrase
Keyword 5		Best Smartphone Deals	Phrase	Keyword 5		Keyword 5	
Keyword 6		Best Smartphone Contract Deals	Phrase	Keyword 6		Keyword 6	
Keyword 7		Top Smartphone Contract Deals	Phrase	Keyword 7		Keyword 7	
Keyword 8		Deals On Smartphones	Phrase	Keyword 8		Keyword 8	
Keyword 9		Deals On Best Smartphone	Phrase	Keyword 9		Keyword 9	

### Product

iPhone  
iPhone 5c  
iPhone 5s  
iPhone 6  
iPhone 6 Plus

### Accepted modifiers

Carriers  
Contract  
Prepaid  
Deals  
Specials  
Plans  
Cost  
Price  
Purchase  
Buy

### Approved generic terms

Smartphone  
Cell phone  
Mobile phone  
Phone

# SEM | Media plan submission checklist

SEM Template				
Country	[US]			
Name of product	[iPhone 5c]			
Name of campaign	[Unique descriptor required (should match Meeting Room submission)]			
Name of creative	[Include approved creative headline(s) if available]			
Revision no.	[1]			
Name of partner	[Partner name]			
Budget	[\$500K]			
Flight dates	[mm/dd/yyyy - mm/dd/yyyy]			
Destination url:	[http://www.partnerworld.com/iphone]			
<b>Planning Reminders SEM:</b>				
<ul style="list-style-type: none"> <li>Message should focus on your offer, not generic product features. Do not copy Apple messaging.</li> <li>Provide working destination URL (space above) for all plans. Landing page should feature Apple products only</li> <li>If using sitelinks provide the title and working destination URLs for each site for review (spaces below). Landing page should feature Apple products only</li> <li>If providing ad creative in a language other than english, you will need to provide english translations of proposed ad creative for review</li> <li>Duplicate sheet to list any additional ad creatives</li> </ul>				
Campaign/Ad Group 1	Campaign/Ad Group 2	Campaign/Ad Group 3	Campaign/Ad Group 4	
<b>Headline</b>	<b>8 Headline</b>	<b>8 Headline</b>	<b>8 Headline</b>	<b>8</b>
Copy Line 1	11 Copy Line 1	11 Copy Line 1	11 Copy Line 1	11
Copy Line 2	11 Copy Line 2	11 Copy Line 2	11 Copy Line 2	11
Display URL	11 Display URL	11 Display URL	11 Display URL	11
<b>Headline</b>	<b>8 Headline</b>	<b>8 Headline</b>	<b>8 Headline</b>	<b>8</b>
Copy Line 1	11 Copy Line 1	11 Copy Line 1	11 Copy Line 1	11
Copy Line 2	11 Copy Line 2	11 Copy Line 2	11 Copy Line 2	11
Display URL	11 Display URL	11 Display URL	11 Display URL	11
<b>Headline</b>	<b>8 Headline</b>	<b>8 Headline</b>	<b>8 Headline</b>	<b>8</b>
Copy Line 1	11 Copy Line 1	11 Copy Line 1	11 Copy Line 1	11
Copy Line 2	11 Copy Line 2	11 Copy Line 2	11 Copy Line 2	11
Display URL	11 Display URL	11 Display URL	11 Display URL	11
<b>Sitelinks Campaign/Ad Group 1</b>				
Sitelink 1 Title	Sitelink 1 URL			
Sitelink 2 Title	Sitelink 2 URL			
Sitelink 3 Title	Sitelink 3 URL			
Sitelink 4 Title	Sitelink 4 URL			
<b>Sitelinks Campaign/Ad Group 2</b>				
Sitelink 1 Title	Sitelink 1 URL			
Sitelink 2 Title	Sitelink 2 URL			
Sitelink 3 Title	Sitelink 3 URL			
Sitelink 4 Title	Sitelink 4 URL			

SEM Template							
Country	[US]						
Name of product	[iPhone 5c]						
Name of campaign	[Unique descriptor required (should match Meeting Room submission)]						
Name of creative	[Include approved creative headline(s) if available]						
Revision no.	[1]						
Name of partner	[Partner name]						
Budget	[\$500K]						
Flight dates	[mm/dd/yyyy - mm/dd/yyyy]						
Destination url:	[http://www.partnerworld.com/iphone]						
<b>Planning Reminders SEM:</b>							
<ul style="list-style-type: none"> <li>Use of keywords: Match terms to negative keywords that will be used</li> <li>Only broad and phrase match keywords (broad match and broad match modifier are not approved)</li> <li>Core negative keywords must be implemented for each campaign (highlighted yellow). If supporting iPhone include the additional iPhone terms (highlighted red). If supporting iPad include the additional iPad terms (highlighted green)</li> <li>Negative keywords should be negative phrase or negative broad match</li> <li>Duplicate sheet to list any additional ad creatives</li> </ul>							
Name of Ad Group/Campaign 1	Match Type	Name of Ad Group/Campaign 2	Match Type	Name of Ad Group/Campaign 3	Match Type	Name of Ad Group/Campaign 4	Match Type
Keyword 1		Keyword 1		Keyword 1		Keyword 1	
Keyword 2		Keyword 2		Keyword 2		Keyword 2	
Keyword 3		Keyword 3		Keyword 3		Keyword 3	
Keyword 4		Keyword 4		Keyword 4		Keyword 4	
Keyword 5		Keyword 5		Keyword 5		Keyword 5	
Keyword 6		Keyword 6		Keyword 6		Keyword 6	
Keyword 7		Keyword 7		Keyword 7		Keyword 7	
Keyword 8		Keyword 8		Keyword 8		Keyword 8	
Keyword 9		Keyword 9		Keyword 9		Keyword 9	
Keyword 10		Keyword 10		Keyword 10		Keyword 10	
Keyword 11		Keyword 11		Keyword 11		Keyword 11	
Keyword 12		Keyword 12		Keyword 12		Keyword 12	
Keyword 13		Keyword 13		Keyword 13		Keyword 13	
Keyword 14		Keyword 14		Keyword 14		Keyword 14	
Keyword 15		Keyword 15		Keyword 15		Keyword 15	
Keyword 16		Keyword 16		Keyword 16		Keyword 16	
Keyword 17		Keyword 17		Keyword 17		Keyword 17	
Keyword 18		Keyword 18		Keyword 18		Keyword 18	
Keyword 19		Keyword 19		Keyword 19		Keyword 19	
Keyword 20		Keyword 20		Keyword 20		Keyword 20	
Keyword 21		Keyword 21		Keyword 21		Keyword 21	
Keyword 22		Keyword 22		Keyword 22		Keyword 22	
Keyword 23		Keyword 23		Keyword 23		Keyword 23	
Keyword 24		Keyword 24		Keyword 24		Keyword 24	
Keyword 25		Keyword 25		Keyword 25		Keyword 25	
Keyword 26		Keyword 26		Keyword 26		Keyword 26	
Keyword 27		Keyword 27		Keyword 27		Keyword 27	
Keyword 28		Keyword 28		Keyword 28		Keyword 28	
Keyword 29		Keyword 29		Keyword 29		Keyword 29	
Keyword 30		Keyword 30		Keyword 30		Keyword 30	
Keyword 31		Keyword 31		Keyword 31		Keyword 31	
Keyword 32		Keyword 32		Keyword 32		Keyword 32	

## Creative

- Ad copy focuses on your offer, not product features
- Product names are spelled correctly
- Landing page + sitelinks (w/URLs) are included and don't feature competitive products

## Keywords

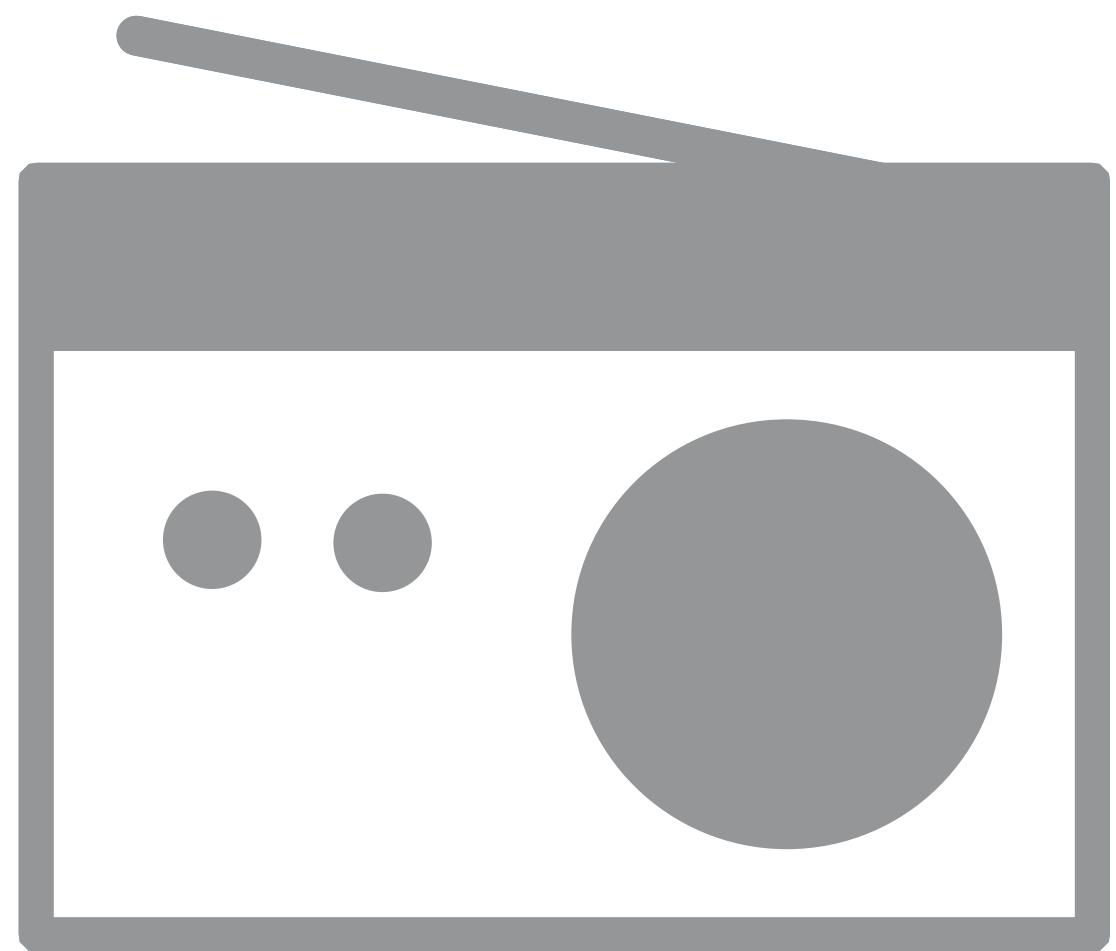
- Include full keyword list, along with match types
- Include negative keyword list

6

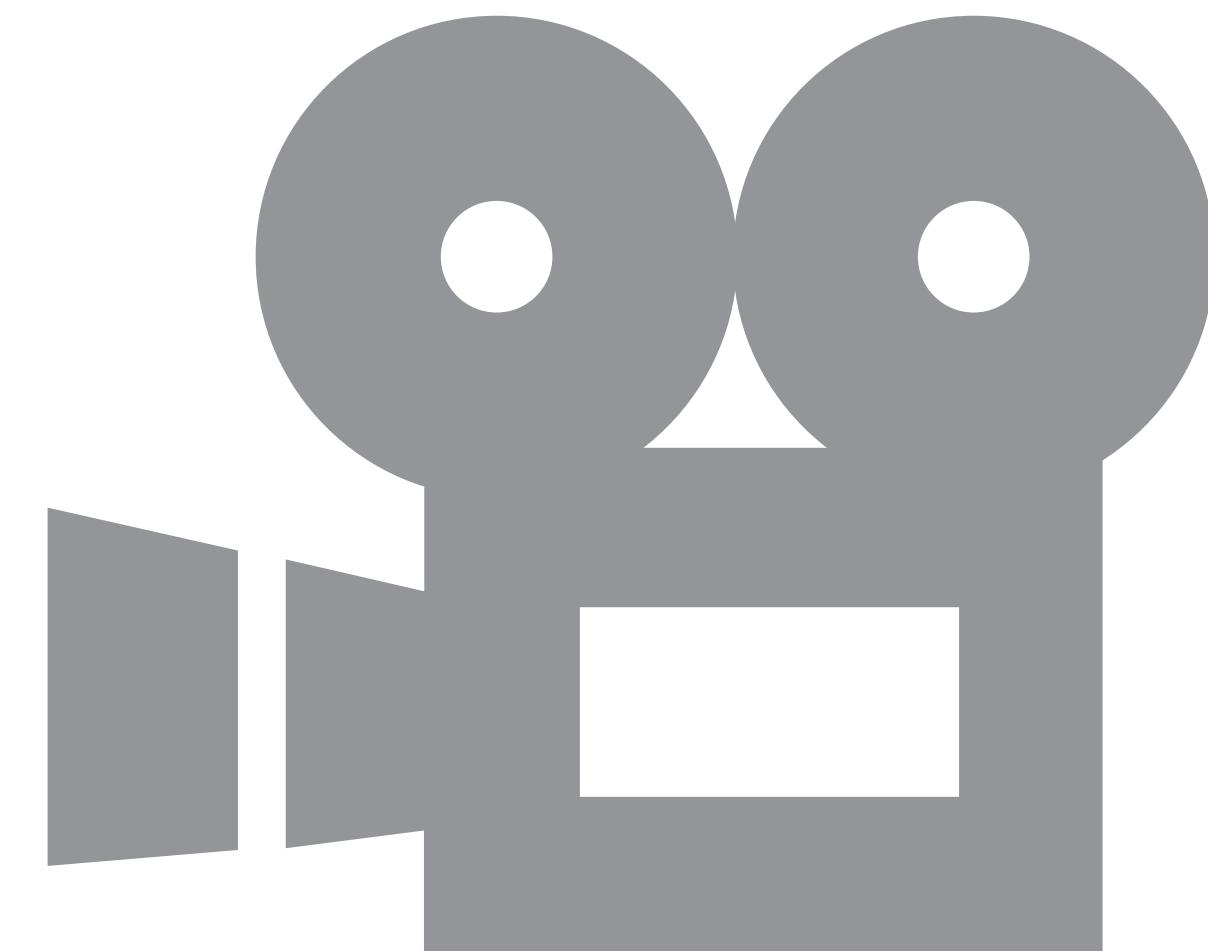
Unapproved media

## Unapproved media

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Radio



Cinema



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