Getting Published in Apple News

Agenda
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Agenda

Intro to News
Getting Published in Apple News

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Intro to News

Set up Your Channel in News Publisher
Getting Published in Apple News

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RSS Overview
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How to Publish Articles in News
Monetize
Analytics and Insight
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Agenda

Intro to News
Set up Your Channel in News Publisher
RSS Overview
Apple News Format
How to Publish Articles in News
Monetize
Analytics and Insight
Strategies for Success
Intro to News
Hold on tight: The universe is expanding faster than we thought

You’ve probably already heard that the universe is expanding. It’s been doing so since the Big Bang — about 13.7 billion years ago — so you’ve had plenty of time to get in the loop. But according to new research, it’s accelerating, ever-accelerating.

World’s longest rail tunnel to open in Switzerland under Alps

New Hubble photo captures Mars in all its glory

Wreckage of Captain Cook’s HMS Endeavour discovered

Hold on tight: The universe is expanding faster than we thought

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Apple News Format
TRAINING TO BECOME THE FIRST CIVILIAN ARTIST IN SPACE
TRAINING TO BECOME THE FIRST CIVILIAN ARTIST IN SPACE
The Craziest Bikes From the Handbuilt Motorcycle Show

Each year in April, hundreds of scoundrels, ruffians, artists, and oglers—and everyone in between—gather in Austin for the Handbuilt Motorcycle Show. The centerpiece event is the Wall of Death, where stuntmen ride motorcycles around a vertical wooden wall with the proverbial greatest of ease. But the rest of the weekend, characterized by galleries full of the most bespoke, creative, and unusual motorcycles in the world, is what keeps everyone coming back. Here’s more of what we saw.
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RELATIVITY ON TRIAL

One hundred years ago, Albert Einstein wrote a groundbreaking theory that transformed physics forever. But are there any chinks in its armour? Marcus Chown delves deeper
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News
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You've probably already heard that the universe is expanding. It's been doing so since the big bang.
Hold on tight: The universe is expanding faster than we thought

The Washington Post

You've probably already heard that the universe is expanding. It's been doing so since the Big Bang...
The Perfect Email
Make your messages short and sweet—but not too short or too sweet.

Atlantic

Amateur archaeologists are finding lost Roman roads usi...
“Latest News – NEW ROAD DISCOVERED,” reads David Ratledge’s

QUARTZ

Obama Designates New National Monuments in Calif...
Federal protection now covers 1.8 million acres of California desert.

Traveler

Zella Day Talks Playing Coachella, Female Empower...
Meet the singer you won’t be able to get out of your head.
What is a channel?
Why Honeycrisps Are Taking Over the World This Summer

Apple Seed Weekly

One Perfect Tree

These aren't the apples we're looking for.

Apple Seed Weekly
Apple News
Channel
Apple News
Channel

Your home in Apple News
Apple News Channel

Your home in Apple News
Magazine, newspaper, blog
Apple News Channel

Your home in Apple News
Magazine, newspaper, blog
Customizable
Apple News
Channel

Your home in Apple News
Magazine, newspaper, blog
Customizable
You can create more than one
Apple News
Channel

Your home in Apple News
Magazine, newspaper, blog
Customizable
You can create more than one RSS or Apple News Format
Apple News
Channel

Your home in Apple News
Magazine, newspaper, blog
Customizable
You can create more than one
RSS or Apple News Format
Linkable
Set up Your Channel in News Publisher
News Publisher
News Publisher

Features

Set up and configure channels
News Publisher

Features

Set up and configure channels
Assign roles
News Publisher

Features

Set up and configure channels
Assign roles
View analytics and set up reports
News Publisher
Features

Set up and configure channels
Assign roles
View analytics and set up reports
Deliver and manage content
News Publisher

Features

Set up and configure channels
Assign roles
View analytics and set up reports
Deliver and manage content
Create Apple News Format articles
News Publisher
A few tips before you sign up

Consider who will manage the account
News Publisher

A few tips before you sign up

Consider who will manage the account
Use a real email address that you own
News Publisher

A few tips before you sign up

Consider who will manage the account

Use a real email address that you own

International distribution
Publishing with Apple News Format

With Apple News Format, you can create engaging content for Apple News. Elegant layouts, beautiful typography, photo galleries, videos, and animations bring your stories to life. You can author once and News will optimize for all iOS devices, so your readers will have a great experience no matter which device they’re using.

Sign up now >
Publishing with Apple News Format

With Apple News Format, you can create engaging content for Apple News. Elegant layouts, beautiful typography, photos and animations bring your stories to life. You can author once and news will optimize for all iOS devices, so your readers will have a great experience no matter which device they’re using.

Sign up now >
Welcome to News Publisher

You’ll use iCloud to add your content to News.

You’re signed in as jappleseed@apple.com. Is this the Apple ID you’d like to use for your business or channel?

Sign Out  Continue
Apple Seed Weekly

Available in News

Publish to News

To publish an article, click Edit to open it, then click Publish. Once published, your articles will appear in News.

Learn more about publishing >
Tools and tips to promote your content >

+ Create Article

Drafts from News Publisher | Drafts from CMS | Published Articles

Think Different | Edit | John Appleseed | May 11, 2016
Apple News

Setup
Apple News

Setup

Sections

Channel logo
Apple News

Setup

Sections
Channel logo
Cover image
Sections

Best practices
Sections

Best practices

Group your articles by type
Sections

Best practices

Group your articles by type
Use only the sections you need
Sections
Best practices

Group your articles by type
Use only the sections you need
Keep section names short
Sections

Best practices

Group your articles by type
Use only the sections you need
Keep section names short
First section is always default
Sections

Best practices

Group your articles by type
Use only the sections you need
Keep section names short
First section is always default
For You from first section
Channel Logo
Best practices

Horizontal text on one line
Best practices

Horizontal text on one line
Use a transparent background (no fill)
Best practices

Horizontal text on one line
Use a transparent background (no fill)
Do not use photos
Channel Logo

Best practices

Horizontal text on one line
Use a transparent background (no fill)
Do not use photos
Max aspect ratio: 10:1
Channel Logo

Best practices

Horizontal text on one line
Use a transparent background (no fill)
Do not use photos
Max aspect ratio: 10:1
©, ™ and ® not recommended
Channel Logo

Best practices

Horizontal text on one line
Use a transparent background (no fill)
Do not use photos
Max aspect ratio: 10:1
©, ™ and ® not recommended
Avoid promotional text or URLs
Why Honeycrisps are taking over the world this summer
Cover Image

Best practices

600 x 600 px

Static cover
Cover Image

Best practices

600 x 600 px
Static cover
Dynamic cover

Apple Seed Weekly
Choose how to publish.

Apple News Format lets you create stunning content for News. You can author once and News will optimize your content for all iOS 9 devices.

News Publisher Help

<table>
<thead>
<tr>
<th></th>
<th>RSS</th>
<th>Apple News Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach millions of readers</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Create articles right in News Publisher</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Publish articles optimized for Apple News</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Preview before you publish</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Add sections</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Add team members</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Get analytics from Apple News</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Earn revenue through iAd</td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>

Sign Up for Apple News Format

I’d rather use RSS for now
Why Honeycrisps Are Taking Over the World This Summer

An Apple So Good It’s Patented

By Ryan Griggs

Honeycrisps are the most interesting apples in the world. In addition to being a crisp, juicy, and glowing expression of everything that makes an apple apple-y, they have an amazing history.

Few apple lovers know that Honeycrisp apples were invented in Minnesota in 1965 at the Agricultural Experiment Station’s Horticultural Research Center at the University of Minnesota. That’s right — these apples aren’t a gift of Mother Nature. They’re created by humans, here’s a link to a great article filled with Honeycrisp nectar.

Honeycrisps were patented in 1988 and released as a new product in 1991. Patent royalties generated more than $12 million until the patent’s expiration in 2008.

So, why do Honeycrisps taste so good? They have much larger cells than most apples, which rupture when bitten to fill the mouth with juice. The Honeycrisp also retains its pigment well and boasts a relatively long shelf life when stored in cool, dry conditions.

Minnesotans are savvy, and in addition to patenting an apple, they trademarked the name “Honeycrisp,” although it’s unclear if that trademark is recognized today.

Read Full Story
RSS
RSS

When to consider

Existing RSS feed and website
RSS

When to consider

Existing RSS feed and website
As a first step toward Apple News Format
Honeycrisp apples are the most interesting apples in the world. In addition to being a shiny, juicy, extra-glossy expression of everything that makes an apple apple, they have an amazing history.

The story begins in 1960 at the agricultural department student's horticultural research center of the University of Minnesota. That's right — these apples aren't a gift of nature; they're created by humans. It's like a little gift article filled with Honeycrisp recipes.

Honeycrisp was patented in 1990 and released as a new product in 1991. Patents expired in the mid-2000s, but the apple's special qualities remain.

So, why do Honeycrisp apples taste so good? They have much larger cells than most apples, which ruptures when bitten to fill the mouth with juice. The Honeycrisp also retains its firmness well and boasts a relatively long shelf life when stored properly.

Honeycrisp are sweet, and in addition to patenting an apple, they trademarked the name “Honeycrisp,” although this isn’t clear if the trademark is recognized today.
Honeycrisp apples are the most interesting apples in the world. In addition to being a chewy, juicy, extra-growing explosion of everything that makes an apple apple, they have an amazing history.

One apple knows that Honeycrisps were invented in Minnesota in 1968 at the Agricultural Experiment Station's Horticultural Research Center at the University of Minnesota. That's right — these apples aren't a gift of nature. They're created by humans. It's like a trip to a great article filled with Honeycrisp recipes.

Honeycrisps were patented in 1990 and released as a new product in 1991. Patents require generous more than $10 million until the patent's expiration in 2009.

So, why do Honeycrisps taste so good? They have much larger cells than most apples, which rupture when bitten to fill the mouth with juice. The Honeycrisp also retains its firmness well and boasts a relatively long shelf life when stored in ideal conditions.

Honeycrisps are savvy, and in addition to patenting an apple, they trademarked the name “Honeycrisp,” although it's unclear if that trademark is recognized today.
Why Honeycrisp Apples Are Taking Over the World This Summer

by Eve Grub

Honeycrisp apples are the most interesting apples in the world. In addition to being a crisp, juicy, and a growing expression of everything that makes an apple apple, they have an amazing history.

Two apple farms that Honeycrisp apples were invented in Minnesota in 1961 at the Agricultural Experiment Station’s Horticultural Research Center at the University of Minnesota. That’s right — these apples aren’t a gift of nature; they’re created by humans.

They’re a gift to people looking for a great article filled with Honeycrisp recipes.

Honeycrisp were patented in 1969 and released as a new product in 1984. People quickly gained even more than $10 million until the patent’s expiration in 2009.

So, why do Honeycrisp taste so good? They have much larger cells than most apples, which rupture when bitten to fill the mouth with juice. The honeycrisp also retains its firmness and becomes relatively long shelf life when treated in wax, any conditions.

Honeycrisps are savory, and in addition to patrolling an apple, they trademarked the name “Honeycrisp”, although it’s unclear if that trademark is recognized today.

Read Full Story
RSS

Features

Image, headlines, excerpt
Article preview page
Apple hosts RSS excerpt
RSS

Features

Image, headlines, excerpt
Article preview page
Apple hosts RSS excerpt
Publisher hosts web page
RSS

Best practices
RSS

Best practices

Make the preview full and enticing
Best practices

Make the preview full and enticing

Use long-form (full text) RSS
RSS

Best practices

Make the preview full and enticing

Use long-form (full text) RSS

Avoid links to unrelated content
RSS

Best practices

- Make the preview full and enticing
- Use long-form (full text) RSS
- Avoid links to unrelated content
- Use built-in social network features
RSS

Best practices

Make the preview full and enticing
Use long-form (full text) RSS
Avoid links to unrelated content
Use built-in social network features
Optimize for Safari on iOS
Best practices

- Make the preview full and enticing
- Use long-form (full text) RSS
- Avoid links to unrelated content
- Use built-in social network features
- Optimize for Safari on iOS
- Provide a dedicated point of contact
Add your RSS feeds.

Set up one feed to provide the main content for your channel. Then, if you want, set up additional feeds for sections.

RSS Guidelines

<table>
<thead>
<tr>
<th>SECTION NAME</th>
<th>RSS FEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td>Enter feed URL (<a href="https://example.com/feed.xml">https://example.com/feed.xml</a>) (Default)</td>
</tr>
</tbody>
</table>

Add Section
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<tr>
<td>Honeycrisp</td>
<td><a href="http://www.apple.com/pr/feeds/pr.rss">http://www.apple.com/pr/feeds/pr.rss</a></td>
</tr>
</tbody>
</table>

Add Section

Cancel | Next
Apple Seed Weekly

### Sections

If you have two or more sections with content, a section bar will appear in your channel.

<table>
<thead>
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<td><a href="http://www.apple.com/pr/feeds/pr.rss">http://www.apple.com/pr/feeds/pr.rss</a></td>
</tr>
</tbody>
</table>

_Add Section_
Upgrade to Apple News Format?

With Apple News Format, you'll be able to create articles optimized for iOS 9, view engagement analytics, and earn revenue through iAd. Once you publish in Apple News Format, your RSS content will no longer be updated.

Learn More  Cancel  OK
Apple News Format
Apple News Format

Features
Apple News Format

Features

Robust CDN
Apple News Format

Features

Robust CDN

Rich analytics
Apple News Format

Features

- Robust CDN
- Rich analytics
- Automatic optimization for each device
Apple News Format

Features

- Robust CDN
- Rich analytics
- Automatic optimization for each device
- Simple monetization tools
Apple News Format

Features

Robust CDN
Rich analytics
Automatic optimization for each device
Simple monetization tools
Editorial feature opportunities
Apple News Format

Features

Robust CDN
Rich analytics
Automatic optimization for each device
Simple monetization tools
Editorial feature opportunities
Built-in cross promotion
Apple News Format

Features

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Editorial feature opportunities
Built-in cross promotion
Animations, parallax, galleries, video, etc.
Apple News Format

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Apple News Format

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Dynamic text sizing
Accessible
Deliver via API and plug-ins
It's easy to publish in Apple News Format. You can create articles right here in News Publisher, or connect your CMS.

Video Tutorial ➤ News Publisher Help ➤

1. Create or deliver content
   - Submit your content for approval

2. Start creating articles in News Publisher.
   - Create Article

Or, get an API key and use the Apple News API to deliver content from your CMS. Third-party plug-ins are available.

Note: To put ads in articles, you must deliver content from a CMS.

+ Create Article

Drafts from News Publisher | Published Articles

Get API Key
It's easy to publish in Apple News Format. You can create articles right here in News Publisher, or connect your CMS.

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Create Article

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Apple Seed Weekly

We’re reviewing your submission.

We’ll get back to you as soon as we can. Once approved, you’ll publish articles using Apple News Format.

Drafts from News Publisher

<table>
<thead>
<tr>
<th>ARTICLE TITLE</th>
<th>OWNER</th>
<th>LAST EDITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think Different</td>
<td>Edit</td>
<td>John Appleseed</td>
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# Apple Seed Weekly

**Available in News**

## Publish to News

To publish an article, click Edit to open it, then click Publish. Once published, your articles will appear in News.

- Learn more about publishing
- Tools and tips to promote your content

### Create Article

<table>
<thead>
<tr>
<th>Drafts from News Publisher</th>
<th>Drafts from CMS</th>
<th>Published Articles</th>
</tr>
</thead>
<tbody>
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Learn more about publishing ➤
Tools and tips to promote your content ➤

+ Create Article

Drafts from News Publisher | Drafts from CMS | Published Articles

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Tools and tips to promote your content  

Create Article  

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Apple Seed Weekly

Available in News

Articles  Sections  Members  Channel Info  Analytics  Advertising

Publish to News

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Learn more about publishing

Tools and tips to promote your content

+ Create Article

Drafts from News Publisher  Drafts from CMS  Published Articles

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Sections

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<table>
<thead>
<tr>
<th>SECTION NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Stories</td>
</tr>
<tr>
<td>Red Delicious</td>
</tr>
<tr>
<td>Honeycrisp</td>
</tr>
</tbody>
</table>

Add Section
## Members

Manage roles and invite new members.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Lynch</td>
<td>Editor in Chief</td>
</tr>
<tr>
<td>John Appleseed</td>
<td>Viewer (Invite Pending)</td>
</tr>
<tr>
<td>Reb Beach</td>
<td>Editor</td>
</tr>
<tr>
<td>Ryan Griggs</td>
<td>Administrator</td>
</tr>
<tr>
<td>Tim Timson</td>
<td></td>
</tr>
<tr>
<td>Vinnie Moore</td>
<td></td>
</tr>
<tr>
<td>Warren DeMartini</td>
<td>Viewer</td>
</tr>
</tbody>
</table>
Apple News Format

Best practices
Apple News Format

Best practices

Use appropriate subject matter
Apple News Format

Best practices

Use appropriate subject matter
Don’t publish marketing material, etc.
Best practices

Use appropriate subject matter
Don’t publish marketing material, etc.
Take advantage of Apple News Format capabilities
Apple News Format

Best practices

Use appropriate subject matter

Don’t publish marketing material, etc.

Take advantage of Apple News Format capabilities

Use analytics to your advantage
Best practices

Use appropriate subject matter
Don't publish marketing material, etc.
Take advantage of Apple News Format capabilities
Use analytics to your advantage
Monetize
How to Publish Articles in News
Web Authoring

Apple News API

Plug-ins
Web Authoring

Apple News API

Plug-ins
Doing Business Like This Takes Much More Effort Than Doing Your Business at Home

Lorem ipsum dolor sit amet, adipiscing elit. Vivamus quis pharetra diam. Quisque sed culpa enim aliquip in nulla sed varius as leo.
Demo
Why Honeycrisps Are Taking Over the World This Summer

An Apple So Good It’s Patented

By Ryan Griggs

Honeycrisps are the most interesting apples in the world. In addition to being a crisp, juicy, and a glowing expression of everything that makes an apple apple-y, they have
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News Publisher

Web authoring best practices
News Publisher
Web authoring best practices

Choose a striking cover image
News Publisher

Web authoring best practices

Choose a striking cover image

Use a consistent methodology for font and themes
News Publisher
Web authoring best practices

Choose a striking cover image
Use a consistent methodology for font and themes
Include images throughout article
News Publisher
Web authoring best practices

Choose a striking cover image
Use a consistent methodology for font and themes
Include images throughout article
Use pull quotes and embedded links
Web Authoring

Apple News API

Plug-ins
News Publisher
Apple News API

RESTful HTTP API
News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS
News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

Read, list, create, update, and search functions
News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

Read, list, create, update, and search functions

Plug-in support
News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

Read, list, create, update, and search functions

Plug-in support

Attend the labs!
Web Authoring

Apple News API

Plug-ins


Monetize
Johns and Mary Green serve a fresh pot of coffee and large helpings of meat cut oatmeal at 7 am every morning. "I don’t remember a day I didn’t rise before the sun," says John, Green, sixth generation farmer, on the porch of his family compound in Riverbrook, Nebraska. One of the last remaining family farms in the region, the Greens have been innovators in organic farming and sustainability. "The land has fed and sustained this family for generations," says Mary Green. "In turn, we have a responsibility to ensure it’s survival through concerted efforts."

Organic and earth-friendly methods are not a passing trend for Green Farms—John Green Jr. was the first farmer in the area to adopt these practices. The Greens sell most of their crops to local restaurants and area farmer’s markets. Along the way, they have gathered savvy wisdom on how to maintain seasonal produce. "The Greens share their favorite tips with the readers of Home Chef."

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**A SHELTER PET WANTS TO MEET YOU.**

**SAY HELLO**

TheShelterPetProject.org

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**Fresh Is Best.**

Instead of heading to your local supermarket for a giant shopping trip once a week, leave the every other day to pick up fresh produce, meat, and baked goods from your local farmer’s market, green grocer, butcher, or bakery. By buying only what you need, unused food will never spoil. Produce will be at its peak ripeness, offering full health benefits. "As a bonus,"

---

**For You**

French Designer Fears Stress and Sanitizes This Season

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**From the Bulb to Pitch Perfect**

Early morning sunlight, a season of potted flowers, and a favorite nursery.
Apple News Format

Monetization
Apple News Format

Monetization

Publisher ad inventory
- Your channel
- In articles
- Between articles
Apple News Format
Monetization

Publisher ad inventory
• Your channel
• In articles
• Between articles

Keep 100% of revenue when publisher sells
Apple News Format

Monetization

Publisher ad inventory
- Your channel
- In articles
- Between articles

Keep 100% of revenue when publisher sells
Keep 70% when Apple backfills
Apple News Format
Monetization

Publisher ad inventory
• Your channel
• In articles
• Between articles

Keep 100% of revenue when publisher sells
Keep 70% when Apple backfills

Available for articles delivered via Apple News API
For You

Last week in Detroit, representatives from...

The Road

French Designers Favor Stripes and Sandals this Season

Runway

A SHELTER PET WANTS TO MEET YOU.

SAY HELLO

From the Bullpen: Pitch Perfect

Early reports predict a season of pitching super-stars. From...

SPORTS CENTRAL

CEOs Reveal Their Secrets to Success

Leaders of top companies all rose to the top in unique...

BUSINESS BEAT

Storms Stretch Across the...
For You

French Designers Favor Stripes and Sandals this Season

Runway

1h

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The Runway 1h

French Designers Favor Stripes and Sandals this Season

Runway 1h

A SHELTER PET WANTS TO MEET YOU.

SAY HELLO

TheShelterPetProject.org

From the Bullpen: Pitch Perfect

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SPORTS CENTRAL 1h
Organic and earth-friendly methods are not a passing trend for Goren Farms—John Goren Sr. was the first farmer in the area to adopt these practices. The GORENS sell most of their crops to local restaurants and at farmer’s markets. Along the way, they have gathered juicy wisdom on how to maximize seasonal produce. The GORENS share their favorite tips to the readers of Home Chef.

Medium Rectangle

**A SHELTER PET WANTS TO MEET YOU.**

*SAY HELLO*

---

**Fresh is Best.**

Instead of heading to your local supermarket for a giant shopping trip once a week, leave time every other day to pick up fresh produce, meat, and baked goods from your local farmer’s market, green grocer, butcher, or bakery. By buying only what you need, unused food will never spoil. Produce will be at its
A SHELTER PET WANTS TO MEET YOU.

SAY HELLO

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For You

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French Designers Favor Stripes and Sandals this Season

Runway

1h

10 Ways to Super-Charge Your CRM with CustomerAMP
Are your maximizing your existing customer base? CustomerAMP...

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SPORTS CENTRAL

1h

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The Read 1h

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Runway 1h

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CEOs Reveal Their Secrets to Success
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For You Favorites Explore Search Saved
John and Mary Goren serve a fresh pot of coffee and large helpings of steel-cut oatmeal at 4:30 every morning. “I don’t remember a day I didn’t rise before the sun” says John Goren, sixth generation farmer, on the porch of his family compound in Riverbrook, Nebraska. One of the last remaining family farms in the region, the Gorens have been innovators in organic farming and
John and Mary Goren serve a fresh pot of coffee and large helpings of steel-cut oatmeal at 4:30 every morning. “I don’t remember a day I didn’t rise before the sun” says John Goren, sixth generation farmer, on the porch of his family compound in Riverbrook, Nebraska. One of the last remaining family farms in the region, the Gorens have been innovators in organic farming and sustainability. “The land has fed and sustained this family for generations,” says Mary Goren, “in turn, we have a responsibility to ensure it’s survival through concerted efforts.”

Organic and earth-friendly methods are not a passing trend for Goren Farms—John Goren Sr. was the first farmer in the area to adopt these practices. The Gorens sell most of their crops to local restaurants and at farmer’s markets. Along the way, they have gathered juicy wisdom on how to maximize seasonal produce. The Gorens share their favorite tips to the readers of Home Chef.

**A SHELTER PET WANTS TO MEET YOU.**

[SAY HELLO]

TheShelterPetProject.org

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Apple News Format

Monetization best practices
Apple News Format

Monetization best practices

Avoid common mistakes
Apple News Format
Monetization best practices

Avoid common mistakes
Enable backfill and sell your own ads
Avoid common mistakes
Enable backfill and sell your own ads
Minimize exclusions on channels
Monetization best practices

Avoid common mistakes
Enable backfill and sell your own ads
Minimize exclusions on channels
Experiment with larger ad formats
Avoid common mistakes
Enable backfill and sell your own ads
Minimize exclusions on channels
Experiment with larger ad formats
Consider video preroll
Welcome to iAd Workbench.

Promote

Advertise on your own terms
Create and manage self-service ad campaigns.
Get Started

Monetize

iOS App Monetization
Make money from in-app advertising.
Get Started

News Monetization
Make money from news advertising.
Get Started

Latest Updates from iAd
Learn More

Create ads with iAd Producer
Learn More
Analytics and Insight
Apple News Format
Analytics
Apple News Format

Analytics

Provides insight into content performance
Apple News Format

Analytics

Provides insight into content performance
Analytics dashboard
Apple News Format

Analytics

Provides insight into content performance

Analytics dashboard

CSV download for power users
Apple News Format

Analytics

Provides insight into content performance
Analytics dashboard
CSV download for power users
Analytics are only available for Apple News Format
Data is available in CSV format.
You can download up to 30 days of data at once.

Time Zone: UTC -08:00

Territory: All Territories

Past 7 Days
Past 30 Days

Custom Range:
06/01/2016 to 06/13/2016

Prepare Files for Download
Strategies for Success
Apple News
Helping your channel succeed
Read it on Apple News
Apple News
Helping your channel succeed

Link to your channel

Read it on Apple News
Apple News
Helping your channel succeed

Link to your channel
Promoted articles
Apple News
Helping your channel succeed

Link to your channel
Promoted articles
Canonical URLs
Apple News
Helping your channel succeed

Link to your channel
Promoted articles
Canonical URLs
Visit the marketing guidelines page
# Apple Seed Weekly

Only your channel name will be visible to your readers. Want to spread the word about your channel? [Share a link.](#)

<table>
<thead>
<tr>
<th>Channel Name</th>
<th>Website</th>
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<tbody>
<tr>
<td>Apple Seed Weekly</td>
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<thead>
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<td>John Appleseed</td>
<td>General</td>
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<td>Unless you specify territories, your channel will appear in all territories where News is available.</td>
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Share a Link

Copy this link and share it with others. Ask them to open it on a device with iOS 9 or later.

https://apple.news/TccKS9bE0TjKyAZrT5Tsgag
Apple Seed Weekly

Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

Create Article

Drafts from News Publisher  Published Articles

Top Stories

PROMOTED ARTICLES

You can promote up to 3 articles per section. To promote an article, move the pointer over it and click the star. Learn more

<table>
<thead>
<tr>
<th>ARTICLE TITLE</th>
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How to grow an orchard

Apple Seed Weekly

One Perfect Tree

These aren't the apples we're looking for.

Apple Seed Weekly

Why Honeycrisps Are Taking Over the World This Summer

An Apple So Good It's Patented

Apple Seed Weekly
Apple Seed Weekly

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Apple News
Canonical URLs
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https://apple.news/articleid
Apple News
Canonical URLs

https://apple.news/articleid
Original link to web page
Apple News
Canonical URLs

https://apple.news/articleid

Original link to web page

Falls back to canonical URL on pre-iOS 9, non-iOS, and desktop
Apple News
https://apple.news/AdnpFrwjdR7KpZYN2vX5UDw

Canonical
http://www.wired.co.uk/magazine/archive/2013/06/feature-bio-crime/the-bio-crime-prophecy
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To view this story, open the link on an iPad, iPhone, or iPod touch with iOS 9 or later and Apple News.

Learn more about Apple News >
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Best practices
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Best practices

High-quality writing
Apple News

Best practices

High-quality writing

High-resolution images and galleries
Apple News

Best practices

High-quality writing

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Rich text and pull quotes
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Use apple.news when linking
Apple News

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Apple News

Best practices

- High-quality writing
- High-resolution images and galleries
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- Animation, parallax
- Use apple.news when linking
  - Use canonical URLs
- Consistent publishing cadence
Getting Published in Apple News

Summary
Getting Published in Apple News

Summary

Sign up for Apple News Format
Getting Published in Apple News

Summary

Sign up for Apple News Format
Create a channel
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Sign up for Apple News Format
Create a channel
Publish articles
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  • Author in News Publisher
More Information

## Related Sessions

<p>| Using Apple News Format to Create Rich and Responsive Stories | Mission | Friday 5:00PM |</p>
<table>
<thead>
<tr>
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<th>Graphics, Games, and Media Lab</th>
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<td>C</td>
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<tr>
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