

# App Store Marketing Getting Started Guide

This guide is designed to help you correctly affiliate your app with the App Store and Apple products in your marketing communications. Use it to find tools and resources for promoting your app.

## Creating App Marketing Materials

- Read the [App Store Marketing Guidelines](#).
- See [Section 2](#) of the App Store Marketing Guidelines for Apple-provided marketing assets.
- Include the [App Store badge](#) on all your materials. Use localized versions where appropriate.
- Feature Apple products using the [images](#) provided by Apple. Show only authentic screens from your app.
- Custom photography and video requires Apple approval. Use products as is, with no case or covering.
- Provide a trademark attribution notice for any Apple trademarks used; include symbols when materials can be viewed in the U.S. For example:  
*Apple, the Apple logo, Apple TV, Apple Watch, iPad, iPhone, iPod, iPod touch, iTunes, the iTunes logo, Mac, and QuickTime are trademarks of Apple Inc., registered in the U.S. and other countries. Multi-Touch is a trademark of Apple Inc. App Store is a service mark of Apple Inc., registered in the U.S. and other countries. IOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license.*



Use the App Store badge on your app marketing materials, including advertising, web pages, and other promotions.



Use the App Store icon only when displaying a lineup of media icons with a similar shape and size.

## Apple Approval Required

Marketing materials created in the following formats must be submitted to and approved by Apple before publication or broadcast.

For iOS devices and Apple TV:

- TV campaigns

For Apple Watch:

- High visibility in any format
- TV, print, and display advertising
- Social media

## Submission Requirements

Email marketing materials for Apple review to [marcomreview@apple.com](mailto:marcomreview@apple.com).

Submit an example of your communication and briefly describe the app you are promoting.

Include the following information with your materials:

- Contact details with phone number
- Publisher name
- App name
- Apple App ID or App Store URL
- Marketing channels
- Campaign spend or media value
- Impressions expected

## Submission Instructions

- Attach materials under 50MB to an email message. Provide login details to a secure FTP site or use a password-protected web delivery service for submissions larger than 50MB.
- Submit all correspondence in English and provide English localization of materials if necessary.
- Allow a minimum of five business days for a response.
- Note that no response from Apple in this time frame does not grant approval of your materials.
- Apple can review work-in-progress materials; however, all final materials must be approved before publication.
- Submit in the following formats: use PDF, JPG, or other standard graphic formats; use QuickTime for video.
- Ensure that all copy and graphic images are of sufficient quality for review.