

Apple Advertising Guidelines for mainland China

These guidelines are intended to inform customers seeking to advertise in mainland China about Apple's processes and requirements.

Adherence to the guidelines is not necessarily sufficient to meet all applicable laws and regulations for advertising in mainland China, and it's your responsibility to ensure that your advertising is compliant. These guidelines are not intended as legal advice.

Apple reserves the right to reject any advertising content that doesn't meet our standards during the review process, including any advertisement that we view as not appropriate for Apple's advertising services or Apple users.

Business Organization Requirements

1. Customers located in mainland China must download and submit the [Confirmation of Valid Online Agreement for Business Entities](#). Please be sure to fill in the information, affix your company chop, and upload the document as an "entity document."
2. Submit your business for approval
3. At the same time, submit your apps for approval and upload any industry specific licenses based on the content within your app. Please upload the associated documents as an "app industry qualification." For more information see the Ad Content Qualification section below.
4. Create your associated promotional campaigns. Once your app and business are approved your campaigns will start delivering as scheduled.

Agency Organization Requirements

Advertising agencies acting on behalf of advertisers (that is, developers) will need to provide the following:

1. Agencies that plan to promote third-party apps must [contact us](#) to be reviewed and granted agency account access. Note that the Agency setup process can take time and is not guaranteed.
2. If located within mainland China you must download and submit the [Confirmation of Valid Online Agreement for Business Entities](#). Please be sure to fill in the information, affix your company chop, and upload the document as an "entity document."
3. Provide the advertising agency's Business License with the appropriate advertising business scope. This document should be uploaded as an "entity document."
4. Provide the [Advertising Agent Authorization](#), in which the advertiser (developer) provides written confirmation of its authorization for the agency to use Apple Advertising Services on its behalf. The agency should upload separate document for each advertiser on whose behalf it advertises. If the advertiser is located in mainland China, be sure to have the advertiser affix its company chop or, if a chop is not available, its signature before uploading. This document should be uploaded as an "app industry qualification."
5. Submit your business for approval
6. At the same time, submit your apps for approval and upload any industry specific licenses based on the content within your app. Please upload the associated documents as an "app industry qualification." For more information see the Ad Content Qualification section below.
7. Create your associated promotional campaigns and once your app and business are approved your campaigns will start delivering as scheduled.

Noncorporate Entity Requirements

1. Customers located in mainland China must download and submit the [Confirmation of Valid Online Agreement for Individual Proprietors](#). Please be sure to fill in the information, affix your company chop, and upload the document as an “entity document.”
2. Individual advertisers that are not business organizations must provide a valid Business License for Individual Industrial and Commercial Households [个体工商户营业执照]. This document should be uploaded as an “entity document.”
3. Submit your entity for approval
4. At the same time, submit your apps for approval and upload any industry specific licenses based on the content within your app. Please upload the associated documents as an “app industry qualification.” For more information see the Ad Content Qualification section below.
5. Create your associated promotional campaigns and once your app and entity are approved your campaigns will start delivering as scheduled.

Noncorporate entities may be restricted from advertising certain categories of content. Examples of content that may not be advertised in mainland China by noncorporate entities are:

- Gaming
- Dating
- Travel
- Audio/Video Entertainment
- Finance
- Insurance
- Commercial Performances
- E-Commerce
- Internet News Information Services
- Real Estate
- Ridesharing/Taxi
- Cosmetics
- Books/Periodicals
- Employment Services
- Mail Delivery

Age Restrictions

Advertising in the following categories should be restricted to mainland China users age 18 and older:

- Games
- Cosmetics and Cosmetology
- Health Food
- Medical Care
- Dating
- Alcohol

Our systems may automatically enforce age restrictions for campaigns.

Ad Content Qualifications

The following qualifications are examples of what may be required based on the type of ad content you're promoting. The associated documents should be uploaded as an "app industry qualification." Apple may update these requirements at its discretion. Apple may submit the information and documents you upload to third-party vendors and government entities for verification.

Content Type	Subcategory	Requirements
Claims and Comparisons		<p>If the ad content contains references to data, statistics, survey results, and other citations:</p> <ul style="list-style-type: none"> Download the Advertising Claims Form and provide your chop or signature to confirm that the claims and the other information that is outlined within your ad content is factual, accurate, and can be provided upon request. Please then upload the chopped or signed document as an "app industry qualification."
Third Party Material		<p>Ad content containing a third party's name, image, portrait, trademarks, copyrights, patents, or other form of third party intellectual property must provide a written authorization certificate from the corresponding rights holder.</p>
Games	Comprehensive Gaming Platforms	<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>And one of the two qualifications:</p> <ul style="list-style-type: none"> Network Culture Business License [网络文化经营许可证] Online Publishing Service License [网络出版服务许可证]
	Games	Gaming Registration Number (GRN) or equivalent document
E-Commerce	Comprehensive E-commerce Platforms	<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>If the comprehensive e-commerce app involves cross-border business, then you should also hold:</p> <ul style="list-style-type: none"> Registration Form for Foreign Trade Operators [对外贸易经营者备案登记表] or Entry-Exit Inspection and Quarantine Application Enterprise Record Form [出入境检验检疫报检企业备案表] or Registration Certificate of Customs Declaration Unit of the People's Republic of China [中华人民共和国海关报关单位注册登记证书] <p>If the comprehensive e-commerce app involves online publishing services, then you should also hold:</p> <ul style="list-style-type: none"> Online Publishing Service License [网络出版服务许可证] or Network Culture Business License [网络文化经营许可证] Internet Publishing License [互联网出版许可证]
	E-commerce Shopping / Rebate Platforms / 2nd Hand E-commerce Platforms / Online Selling Platform	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Online Food Shops	<p>For online food platforms only selling their own brand:</p> <ul style="list-style-type: none"> Food Selling Business License [食品经营许可证] and Value-Added Telecommunications Business License [增值电信业务经营许可证] <p>For third party food selling platforms: Online Food Selling Third-Party Platform Registration Certificate [网络食品交易第三方平台备案凭证]</p> <p>For platforms involved in cross-border business:</p> <ul style="list-style-type: none"> Registration Form for Foreign Trade Operators [对外贸易经营者备案登记表] or Entry-Exit Inspection and Quarantine Application Enterprise Record Form [出入境检验检疫报检企业备案表] or Registration Certificate of Customs Declaration Unit of the People's Republic of China [中华人民共和国海关报关单位注册登记证书]
	Pet Retailers	<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>For platforms selling pet pharmaceuticals:</p> <ul style="list-style-type: none"> Pet Pharmaceuticals Production/Selling License [兽药生产/经营许可证] or approval documentations [批准文号文件] and Pet Pharmaceuticals Advertising Review Form [兽药广告审查表] <p>For pet disease diagnose and treatment platforms: Animal diagnosis and treatment license [动物诊疗许可证]</p>

Content Type	Subcategory	Requirements
Taxis/Ridesharing	Non-cruising Taxis	Private cars holding the Online Rental Car Booking License [网络预约出租汽车经营许可证]
	Cruising Taxis	Road Transport Business License [道路运输经营许可证] and Taxis Business Administrative License Decision [出租汽车经营行政许可决定书]
	Ridesharing	Online Rental Car Booking License [网络预约出租汽车经营许可证]
Reservations	Reservation Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Airline Tickets	Public Air Transport Enterprise Business License [公共航空运输企业经营许可证] with the appropriate business scope
	Hotels	Special Industry License [特种行业许可证]
	Restaurants	Food Business License [食品经营许可证]
	Commercial Performances	Commercial Performance License [营业性演出许可证] with the appropriate business scope performance tickets
	Cruise Tickets	Navigation Transportation Permit [水路运输许可证]
Travel Agency		Travel Agency Business License [旅行社业务经营许可证]
Alcohol		Apps related to the sale of alcohol should hold a Food Business License [食品经营许可证] Based on your region, additional qualifications may be required.
Dating		Business License with the appropriate business scope
Marriage Services	Marriage Matchmaking Service	Business license with the appropriate business scope Based on your region, a Marriage Matchmaking Service License [婚姻介绍服务许可证] may be required. Note that international marriage agencies are prohibited.
	Wedding Service	Business License with the appropriate business scope
Social Networks		Value-Added Telecommunications Business License [增值电信业务经营许可证] And one of the following: <ul style="list-style-type: none"> • Internet Publication Service License [网络出版服务许可证] • Internet Culture Business License [网络文化经营许可证] • Audio and Video Service Permission [信息网络传播视听节目许可证] Based on your app, additional qualifications may be required. For example: <ul style="list-style-type: none"> • <i>For internet news:</i> Internet News Information Service License [互联网新闻信息服务许可证] • <i>For radio and television program productions:</i> Radio and Television Program Production Business License [广播电视节目制作经营许可证]
Video and Music Streaming		Value-Added Telecommunications Business License [增值电信业务经营许可证] And one of the following: <ul style="list-style-type: none"> • Internet Publication Service License [网络出版服务许可证] • Internet Culture Business License [网络文化经营许可证] • Audio and Video Service Permission [信息网络传播视听节目许可证] Based on your app, additional qualifications may be required. For example: <ul style="list-style-type: none"> • <i>For internet news:</i> Internet News Information Service License [互联网新闻信息服务许可证] • <i>For radio stations or television stations:</i> Radio and Television Broadcasting Organization License [广播电视播出机构许可证] or Radio and Television Channel License [广播电视频道许可证] • <i>For radio and TV program productions:</i> Radio and Television Program Production Business License [广播电视节目制作经营许可证]
Instant Messaging		Value-Added Telecommunications Business License [增值电信业务经营许可证] Based on your app, you may need to hold a specific version of this license: <ul style="list-style-type: none"> • General instant messaging apps: B25 Information Service Business • Multi-party communication (such as Zoom and Tencent Meeting): B22 Domestic Multi-Party Communication Service If the app has News: Internet News Information Service License [互联网新闻信息服务许可证] If the app has online telephone: Basic Telecommunications Business License [基础电信业务经营许可证]
Phone/Video Communication		Basic Telecommunications Business License [基础电信业务经营许可证] or Value-Added Telecommunications Business License [增值电信业务经营许可证]

Content Type	Subcategory	Requirements
Books/Periodicals		Value-Added Telecommunications Business License [增值电信业务经营许可证] And one of the following: <ul style="list-style-type: none"> Internet Publication Service License [网络出版服务许可证] Internet Culture Business License [网络文化经营许可证] Publication Business License [出版物经营许可证] Based on your app, additional qualifications may be required. For example: <ul style="list-style-type: none"> For periodicals: Periodical Publishing License [期刊出版许可证] For imported publications: Publication Import Business License [出版物进口经营许可证] For audiobooks: Audio and Video Service Permission [信息网络传播视听节目许可证] or Radio and Television Program Production Business License [广播电视节目制作经营许可证]
Real Estate	Real Estate Online Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Real Estate Developers	Value-Added Telecommunications Business License [增值电信业务经营许可证] And one of the two qualifications: <ul style="list-style-type: none"> For pre-sale commercial real estate: Commercial Houses Pre-Sale Permit [商品房预售许可证] For existing real estate: Existing House Sales Record Certificate [现房销售备案凭证] Based on your app, additional qualifications may be required. For example: <ul style="list-style-type: none"> For secondhand housing sales: Real Estate Registration Certificate [不动产登记证书] For displaying ads of real estate developers: Real Estate Development Qualification Certificate [房地产开发资质等级证书]
	Real Estate Agencies	Value-Added Telecommunications Business License [增值电信业务经营许可证] and Record Certificate of Real Estate Agency [房地产经纪机构备案证明]
Finance	Banking	Financial License [金融许可证] with the appropriate business scope <i>For banks with a credit card business:</i> Approval by the China Banking and Insurance Regulatory Commission Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Funds	Fund Management Qualification Certificate [基金管理资格证书] or Fund Agency Business Qualification Certificate [基金代销业务资格证] or Fund Sales Business Qualification Certificate [基金销售业务资格证] or Securities and Futures Business License [经营证券期货业务许可证] <i>For Sino-foreign Joint Venture Fund Management:</i> Foreign Investment Enterprise Approval Certificate [外商投资企业批准证书] Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Futures/Securities/Stocks	Qualification Certificate for Operating Stock Underwriting Business [经营股票承销业务资格证书] or Securities Business License [证券经营机构许可证] or License to operate securities business [经营证券业务许可证] or Securities and Futures Business License [经营证券期货业务许可证] or Securities and Futures Investment Consulting Business License [证券、期货投资咨询业务许可证] Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Financial Information	Value-Added Telecommunications Business License [增值电信业务经营许可证] Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Payment Services	Payment Business License [支付业务许可证]
	Currency Exchanges	Permit for Franchised Domestic and Foreign Currency Exchange Business for Individuals [个人本外币兑换特许业务经营许可证]
	Credit Agencies	<i>For credit agencies that are operating businesses regarding individuals:</i> Credit Investigation Business License [征信业务经营许可证] <i>For credit agencies that are operating businesses regarding enterprises or institutions:</i> Record-filing with the local agency of the People's Bank of China Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Pawn Shops	Pawn Business License [典当经营许可证] or Special Industry Permit License [特种行业许可证]

Content Type	Subcategory	Requirements
Finance — Regionally Regulated	Micro-Loans	Financial License [金融许可证] or Micro Loan License [小额贷款许可证] or Approval Documents Issued by the Financial Office at the Provincial Level [省级及以上金融办发放的批文] <i>For internet loans: Business License with the scope of “Internet Loan”</i> Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Financing Guarantee Companies	Financing Guarantee Business License [融资担保业务经营许可证] Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Financial Leasing Companies	Finance Lease License [融资租赁牌照] Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Internet Lending Information Intermediaries	Telecommunications business license that shows registration with the local financial regulatory authorities Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
	Regional Equity Trading Market	Approval document from the appropriate local government Ad content for Financial apps need to include a disclaimer about possible risks and risk responsibilities
Insurance	Insurance Companies	Corporate License for Insurance Company [保险公司法人许可证] and Insurance Business License [经营保险业务许可证]
	Insurance Marketing Service Companies	Insurance Business License [经营保险业务许可证]
	Insurance Agencies	Insurance Agency Business License [经营保险代理业务许可证]
	Insurance Brokerage Firms	Insurance Brokerage Business License [经营保险经纪业务许可证]
	Sideline Insurance Agencies	Sideline Insurance Agency Business License [保险兼业代理业务许可证]
	Insurance Asset Management Companies	Corporate License for Insurance Asset Management [保险资产管理公司法人许可证] and Business License for Insurance Asset Management Company [经营保险资产管理业务许可证]
Medical	Health Examination Institutions	Medical Institution Practicing License [医疗机构执业许可证] and Medical Advertising Review Certificate [医疗广告审查证明] and Medical Advertisement Product Sample Form [医疗广告成品样件表]
	Dental Services	Medical Institution Practicing License [医疗机构执业许可证] and Medical Advertising Review Certificate [医疗广告审查证明] and Medical Advertisement Product Sample Form [医疗广告成品样件表]
	Telemedicine	The Approval for the Formation of Medical Institutions [设置医疗机构批准书] should clearly indicate “internet hospital”
	Medical and Health Information Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证] 5 Third Level General Hospital doctor’s Practicing Physician Qualification Certificate [三甲医院医生执业医师资格证] and cooperation documents
	Intelligent Devices	Certificate for China Compulsory Product Certification [中国国家强制性产品认证证书]
	Therapy Services	Business License with the scope: “therapy [心理咨询]” or related scope and Value-Added Telecommunications Business License [增值电信业务经营许可证] and 3 Therapist Qualification Certificate [心理咨询师证书]
High-Risk Sports	High-risk sports Business License [高危体育项目经营许可证] Examples of high-risk sports include Alpine skiing, freestyle skiing, snowboarding, diving, and rock climbing.	
Maps	Surveying and Mapping Qualification Certificate [测绘资质证书] or Map Compilation Qualification Certificate [地图编制资质证件]	
Parking Tools	Value-Added Telecommunications Business License [增值电信业务经营许可证]	

Content Type	Subcategory	Requirements
Parking Tickets Check		Cooperation agreement for checking the corresponding ticketing system [查看违章的接口的合作协议]
Internet News		Internet News Information Service License [互联网新闻信息服务许可证]
Cosmetics Online Shops		Value-Added Telecommunications Business License [增值电信业务经营许可证]
Education	Schools, Universities that grant diplomas	School Permit [办学许可证] or Public Institution Legal Person Certificate [事业单位法人证书] or Private School Permit [民办学校办学许可证] or Private Vocational Training School Permit [民办职业培训办学许可证] or Business License with the scope: education, training and other related businesses
	Other education agencies that do not grant a diploma (PreK, K12, Duolingo etc)	School Permit [办学许可证] or Public Institution Legal Person Certificate [事业单位法人证书] or Private School Permit [民办学校办学许可证] or Private Vocational Training School Permit [民办职业培训办学许可证] or Business License with the scope: education, training and other related businesses <i>For online education:</i> Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Education Assist Tools	Value-Added Telecommunications Business License [增值电信业务经营许可证]
Retail	Supermarket/Convenient Store	Food Selling Business License [食品经营许可证]
Business Support	Consulting	Business License with the scope: "consulting [管理咨询]" or "business information consulting [商务信息咨询]" etc.
	Immigration Business	Business License with the scope of "intermediary services for private entry and exit" [因私出入境中介服务]
	Hiring, Head Hunting, Human Resources Organizations	Business License with a hiring related scope For Talent Center Recruitment: Human Resources Service License [人力资源服务许可证]
Lifestyle Services	Comprehensive Lifestyle Service Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	House maintenance (electricity, plumbing etc)	Business license with the scope: "house maintenance [房屋维修]" and Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Household services (babysitter, housekeeper etc)	Business license with the scope: "housekeeper services [家政服务]" and Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Shipping/Delivery Services	Express Business License [快递业务经营许可证] or Road Transport Business License [道路运输经营许可证]
	House Moving Services	Road Transport Business License [道路运输经营许可证]
	Collectables (stamp/auction)	Value-Added Telecommunications Business License [增值电信业务经营许可证] <i>For stamp trading:</i> Record documentations from postal administration office [邮政管理机构办理备案手续] <i>For cultural relics trading:</i> Cultural relic business license [文物经营许可证] or Approval documents from other provincial cultural relics bureaus [其他省级文物局的批准文件] <i>For auctions:</i> Auction Operation Approval Certificate [拍卖经营批准证书]
	Beauty Services (manicure, Spa etc)	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Security Services	Security Training Permit [保安培训许可证] or Security Service Permit [保安服务许可证]
Law Services	Law Firms	Law Firm Practice License [律师事务所执业许可证]
	Judicial Expertise	Practicing License of Judicial Appraisal Institution [司法鉴定机构执业许可证]
	Notary Services	Practice Certificate of Notary Institution [公证机构执业证]

Content Type	Subcategory	Requirements
Energy and Environment	Environmental Assessment	Qualification certificate for environmental impact assessment of construction projects [建设项目环境影响评价资质证书] or Laboratory accreditation certificate of China National Accreditation Service for Conformity Assessment [中国合格评定国家认可委员会实验室认可证书] or Qualification accreditation measurement certification certificate [资质认定计量认证证书]
Communication Services	Telecom Operator	Basic Telecommunications Business License [基础电信业务经营许可证] or Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Value Added Service and Cloud Service	Value-Added Telecommunications Business License [增值电信业务经营许可证] <i>For group text messaging:</i> Cooperation documents of Telecom Operator
Cars	Comprehensive Car Selling and Car News platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Secondhand Car Service	<i>For secondhand car selling:</i> Business License with scope "used car dealership" [二手车经销] <i>For secondhand car broker:</i> Business License with scope "used car broker" [二手车经纪] <i>For secondhand car auction agency:</i> "Auction Operation Approval Certificate" [拍卖经营批准证书]
	Driving License Service	Road Transport Business License [道路运输经营许可证] or Vehicle Driver Training Business License [机动车驾驶员培训业务许可证] or Transportation Administrative Permission Decision [交通行政许可决定书]

Apple reserves the right to modify these qualifications at any time. Apple may also apply restrictions or limitations to your advertising at its discretion.

If you have any questions about our policies, please feel free to [contact us](#).