

App Store Resource Center



iOS

Prepare for App Submission

App Store Submission Tips

App Store Approval Process

App Review Resources

Managing Your Apps

Marketing Resources

iAd Network



Mac

Related Resources

News and Announcements

iTunes Connect Developer Guide

iTunes Connect FAQ

Apple Developer Forums

Contacting the App Store Review Team

If you have an urgent fix you want prioritized or you'd like to appeal the rejection of your app, you can contact the App Review Team.

[Request an expedited app review](#)
[Contact the App Review Board](#)

Adding In-App Purchase to your apps

You can use In-App Purchase within your apps to sell content, subscriptions, and digital services. [Learn how](#)



Contacting iTunes Connect

If you have any questions about getting started with iTunes Connect, submitting your application assets or setting up an In-App Purchase test user, [contact the iTunes Connect Team](#).

[Get Started with iTunes Connect](#) | [Gather app info](#) | [Create an account for In-App Purchase](#)

Get started with iTunes Connect

iTunes Connect is a suite of web-based tools that allows you to submit and manage your applications for distribution on the App Store. In iTunes Connect you will be able to check the status of your contracts, set up your tax and banking information, obtain sales and finance reports, request promotional codes, manage users, applications, metadata, and your In-App Purchase catalog.

Set up user accounts

When creating and editing an iTunes Connect user account, you are able to define user roles and notifications. Defining notifications determine the type of emails your users will receive regarding your iTunes Connect account. There are five distinct user roles Admin, Technical, Finance, Sales and Legal. [Log in to iTunes Connect](#)

Complete contracts, tax, & banking information

Once you have set up your accounts, proceed to the Contracts, Tax & Banking module. In this module you will complete the paid application agreements and provide financial information relating to payment and tax withholdings from the sale of your apps.
[Log in to iTunes Connect](#)

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Gather information and assets for your application

In addition to your binary, you will need to submit or assign several attributes for your app, including:

Application Name	App Rating	Support URL
Application Description	Keywords	Support Email Address
Primary and Secondary Category	SKU Number	End User License Agreement
Subcategories	Application URL	Pricing, Available Date, Territories
Copyright	Screen shots	Large App Icon 512 x 512

Note: For iPad apps, you will need to include small icons in your binary that are 72 x 72 and 50 x 50. iOS trims 1 pixel from each side of your artwork and adds a drop shadow. Be sure to take this into account as you design your icons.

Screen shots for iPad applications

iTunes Connect requires metadata for iPad app submissions to include a screenshot that meets the following criteria:

In at least one of the following pixel dimensions:

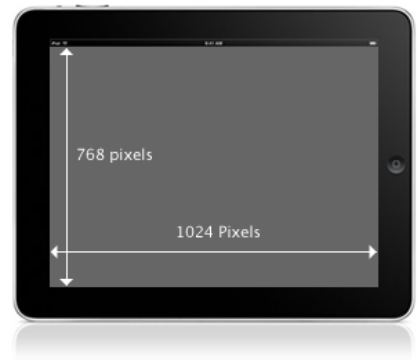
- 1024 x 768
- 768 x 1024
- 1004 x 768

- 748 x 1024

In RGB color

At least 72 DPI

Formatted as a .jpg, .tif or .png



Assign a rating to your app

Get more details about the appropriate rating for your app based on its content by reading *Getting Started with Parental Controls*.



[Getting Started with Parental Controls](#)

Assign keywords for your app

Learn all about how to use, assign, and edit keywords by reading *App Store Quick Reference: Assigning Keywords For Your App*.



[Assigning Keywords For Your App](#)

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Create an account for In-App Purchase

In-App Purchases are offerings that your customers can purchase from within your application. If you wish to offer In-App Purchases within your applications, you will need to have a Paid Applications contract in effect with Apple. All In-App Purchases will need to be created and managed within iTunes Connect as well as tested in a sandbox environment to ensure functionality before being sent to Apple for review. Get more details on how to get started with adding In-App Purchase to your apps.



[App Store Submission Tips](#)