**Publishing an App on App Store details(iOS Application)**

**Product Details**

**(1) App Name:** Name of your application to be displayed on App Store.  
**(2) Promotional Text** **(max 170 characters):**   
The promotional text can’t exceed more than 170 characters. It lets you inform your App visitors about current features without requiring an updated submission. This promotional text will appear above your description on the App Store for customers with devices running iOS 11 or later, and Mac OS 10.13 or later.

**(3) Description** **(max 4000 characters)(max 4000 characters):**Description of your app must contain detailed features and app functionalities. It will be displayed in the App Store and can’t exceed more than 4000 characters.  
 **Graphic Assets:**

**(1) App Icon** (1024w x 1024h)  
App icon plays the major role in providing first impression of your app,

**(2) Screenshots**  
For iPhone, you need one set of screenshots for a 6.5 OR 5.5 Inch,  Min 3 - Max 10 Screenshots.  
  
**Categorization of App:**

1) App Category from the below list

* Primary
* Books
* Business
* Education
* Entertainment
* Finance
* Food & Drink
* Games
* Health & Fitness
* Life Style
* Magazine & News Papers
* Medical
* Music
* Navigation
* News
* Photo & Video
* Productivity
* Reference
* Shopping
* Social Networking
* Sports
* Stickers
* Travels
* Utilities
* Weather

**2) Keywords** (Include one or more keywords that describe your app. Keywords make App Store search results more accurate. Separate keywords with an English comma, Chinese comma, or a mix of both.)

**Contact details:**

(1) Website (optional):

(2) Email:  
(3) Phone(optional):

(4) First Name:

(5) Last Name:  
(6) Address:   
(7) City:  
(8) State:  
(9) Postal Code:   
(10) Country:  
  
**Page URLs:**

(1) Privacy Policy URL: URL redirecting to privacy policy of your app.

(2) Support URL: A URL with support information for your app. It will be visible on the App Store.

(3) Marketing URL  
  
**Pricing and Distribution:**

**(1) Copyright:** The name of the person or entity that owns the exclusive rights to application along with the year when the rights were obtained. (for example, “2008 Acme Inc.”). Here, do not provide a URL.

**(2) This application is**  Paid / Free

**(3) Countries** – All / Specific

**(4) App Review Information**

a. User Name

b. Password

c. Notes