



# App Store

**Publishing guide**

All assets below are mandatory to submit an app in App Store

## App Icon

It must be provided by **1024x1024 in png** with no round corners and transparencies (it would be changed automatically)



See item **1** for placement in listing

## App Name

Max number of characters is 255. Please remember, that version for Android could **have only 30**.

Aquafresh Brush Time

USA 4+

See item **2** for placement in listing

## App Screenshots

Min. number is 3, max is 5. And here are most common error during publishing process: there is need an additional screenshots set for an each device it could work. So, it's:

### iPhone:

iPhone 4/iPhone 4s: **640 x 920 px**, .png

iPhone 5/iPhone 5s/iTouch: **640 x 1136 px**, .png

iPhone 6: **750 x 1334 px**, .png

iPhone 6 plus: **1242 x 2208 px**, .png

### iPad:

iPad (any): **2048 x 1496 px** .png

**Common mistake: if App was developed "for iPhone only", it means, it was developed also for iPhone 4, 5, 6, 6+; so there must be 4 sets of iPhone screenshots.**



See item **3** for placement in listing

## Main description

Should explain, how works applications. If app uses GPS or work in background, there should be mention about it (the Apple policy allow to use it only if you mention in description, because GPS drains a lot of energy battery). It connected with description in the Service Catalog. It's forbidden to inform about another platforms (like Android).

## Description

Getting kids at any age to brush their teeth can be a challenge. But not when you're an Aquafresh Nurdle! This app should have kids racing to brush their teeth, over and over again! The Nurdles show kids a fun and appropriate way to brush all parts of their teet ... [more](#)

See item **4** for placement in listing

## Content rating

It means, what's the restrictions about app (because there could be elements about tobacco/alcohol, drugs etc.). You can choose them in the Service Catalog. If you leave it free, there will be no any comments (like below).

Rating 4+

See item **5** for placement in listing

## Additional: Video

Max time: **30 second**. Resolution: **640×1136** (or **1136×640** for landscape mode); **900×1200** for the iPad. Or **1080×1920** (or **1920×1080** for landscape mode) in **.mov** format.

App Review Guide:

***“3.14. App previews may only use video screen captures of the app, voice-overs, and textual and design overlays, or the app will be rejected***

***3.15. Apps with previews that display personal information of a real person without permission will be rejected***

***3.16. App previews may only include music that is licensed for that purpose in all selected territories***

***3.1. App previews that include content played or streamed via the app (e.g. iTunes playlist, YouTube streaming video) that is not licensed for use in the preview will be rejected”***

Official Apple library for app publishing:

[https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect\\_Guide/AppIndices/Properties.html](https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/AppIndices/Properties.html)

<https://developer.apple.com/app-store/review/guidelines/>

Asset placement  
example  
on the store listing  
(mobile view)

1



# Aquafresh Brush Time USA 4+

GlaxoSmithKline PLC >

★★★★☆ (5)

+ GET

2

Details

Reviews

Related

3



4

## Description

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## Information

Seller	Glaxo SmithKline PLC
Developer	GlaxoSmithKline PLC
Category	Health & Fitness
Updated	May 19, 2014
Version	1.3
Size	26.2 MB
Rating	4+

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