Cornell University – iOS AppStore – Submission Metadata

Apple has detailed requirements for submission of a new iOS app to the AppStore.

**Required & Optional Fields**

*For complete detail on any specified field, see “Adding New Apps” in the iTunes Connect Guide.*

**App Name**

*Displayed on iTunes/App Store. This can be different from named displayed on icon on iOS device. Should be less than 35 characters.*

**Availability Date**

*ASAP or Timed Release*

**Price Tier**

*Free or Apple Paid Tiers*

**Discount for Education Apps (Paid Apps Only) (Optional)**

*Yes/No*

**Version Number**

*Ideally kept in sync with product/bundle version.*

**Copyright**
Primary Category
Selected from Apple official category list.

Secondary Category (Optional)

For Kids
Yes/No. Any application that can not make all “G” ratings will not be considered.

Description
Not longer than 4000 characters

Keywords
Not longer than 100 bytes, comma separated

Support URL
Visible on AppStore – Must work before submission.

Marketing URL (Optional)
Visible on AppStore – If included, must work before submission.

Privacy Policy URL (Optional)
Visible on AppStore – If included, must work before submission.

App Review Information
Critical this information is clear & complete for app to be approved during review.
• First Name
• Last Name
• Email Address
• Phone Number
• Review Notes - Additional information about your app and/or your In-App Purchases that may assist our review such as the details of any test accounts that we can use to test them. Limited to 4000 bytes.
• (Optional) Demo Account Information – Username + Password

**Large App Icon**

*Must be 1024x1024px. Displayed in iTunes & App Store*

**Screenshots**

*See Guide for complete specs. At least 1, up to 5 HQ screenshots, specified in order.*

*Including 3.5” Retina Display, 4” Retina Display, and iPad Screen*

**Reference**

iTunes Connect Guide:

Categories:
• Books (iOS only)
• Business
• Catalogs (iOS only)
• Developer Tools (OS X only)
• Education
• Entertainment
• Finance
• Food & Drink (iOS only)
• Games
• Graphics & Design (OS X only)
• Health & Fitness
• Lifestyle
• Medical
• Music
• Navigation (iOS only)
• News
• Newsstand (secondary category only)
• Photo & Video
• Productivity
• Reference
• Social Networking
• Sports
• Travel
• Utilities
• Video (OS X only)
• Weather