Custom Branded Reader

Resources guideline

coverpage

Welcome to CoverPage

Please read the following lines to have the clear idea of the necessary resources.

Resources needed to build your application consist of graphics and texts. We will provide you with templates:

- **Graphic templates**
  - PSD files with the exact dimensions, resolution and color space. Use the template, design your graphics and save it under the exact same name which is mandatory.
  - Export to PNG files.
- **Document**
  - .docx file for text requirements for your app and stores.
  - Export to text or PDF file.

Zip all the materials and send it to resources@coverpageapp.com.

> ⚠️ **Caution: .PSD files have certain layers that must remain locked. Those layers contain graphics that cannot be changed. The names of the files can not be changed neather.**

If you experience any troubles or have further questions, do not hesitate to contact us.

Summary of your app resources

It is very important to have all these files colledted, in exact dimensions, formats and named as mentioned .

Mandatory

Splash screen - PNG

☐ Splash screen iPhone prior to iPhone5
Default@2x~iphone (640 x 960 px)

☐ iPhone Splash screen portrait
Default-568h@2x~iphone (640 x 1136 px)

☐ Splash screen portrait iPad
Default-Portrait@2x~ipad (1536 x 2048 px)

☐ Splash screen landscape iPad
Default-Landscape@2x~ipad (2048 x 1536 px)

☐ Splash screen portrait Andorid
Default-Portrait@2x~android (1280 x 2048 px)

☐ Splash screen landscape Andorid
Default-Landscape@2xandroid (2048 x 1280 px)

☐ Splash screen desktop
Default~desktop (530 x 360 px)

Info pop up screen

☐ Information for the pop-up screen

Application Icons - PNG

☐ iPhone Icon
Icon-120 (120 x 120 px)

☐ iPad Icon
Icon-152 (152 x 152 px)

☐ Andorid Icon
Icon-512 (512 x 512 px)

☐ App Store
iTunesArtwork@2x (1024 x 1024 px)

☐ Google Play Store feature graphics
FeatureGraphics (1024 x 500 px)

Logo – PNG

☐ Logo iPad
LibraryLogo@2x (300 x 100 px)

☐ Logo iPhone
LibraryLogoSquare@2x (100 x 100 px)

Text information for stores

☐ Application name

☐ Application name in stores

☐ Application description in stores

☐ Category

☐ Copyright

☐ Keywords

☐ App Review Contact Information

Pricing – in EUR or USD

☐ Price for application

☐ Price for single issue

☐ Price and type of subscription

Optional

Application Icons - PNG

☐ Icon in Newsstand
NewsstandIcon (Longer edge 1024 px)

Referring site (URL)

☐ URL address

Login Service (URL)

☐ URL of the service

☐ Testing login
Login and password
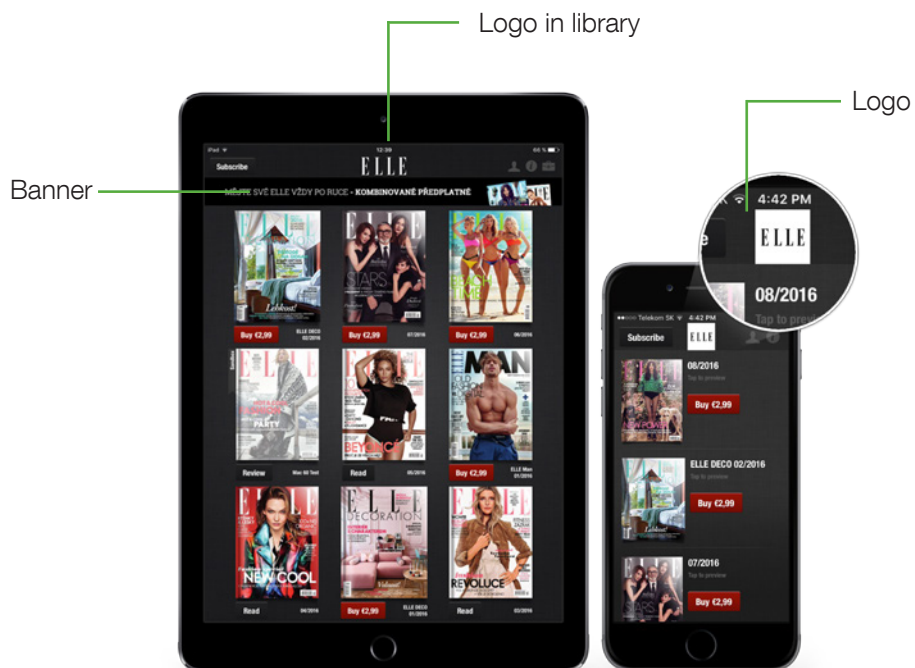
Banners

☐ JavaScript for the banner system

Content

Application on mobile device

Splash screen

iPad Splash screen

iPhone Splash screen

Desktop Splash screen

Android Splash screen

Library

Logo in library

Logo

Banner

Info screen

Open
Info screen

Website

Phone

E-mail

Login service

Login button

Login

Banners
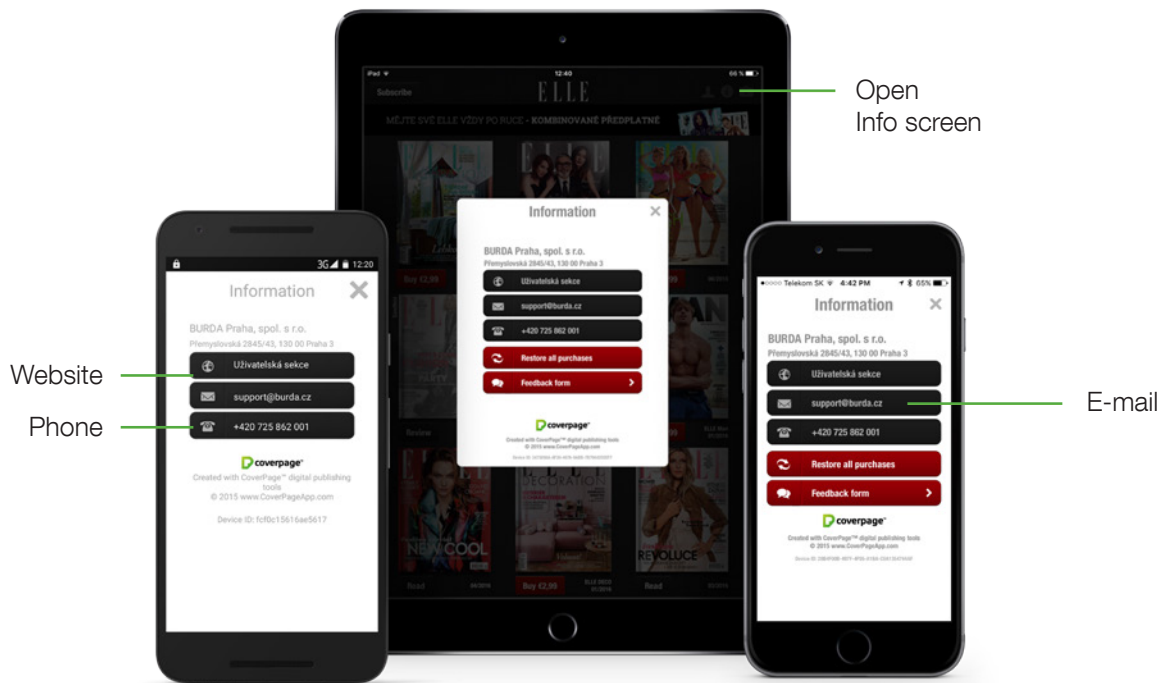
Banner
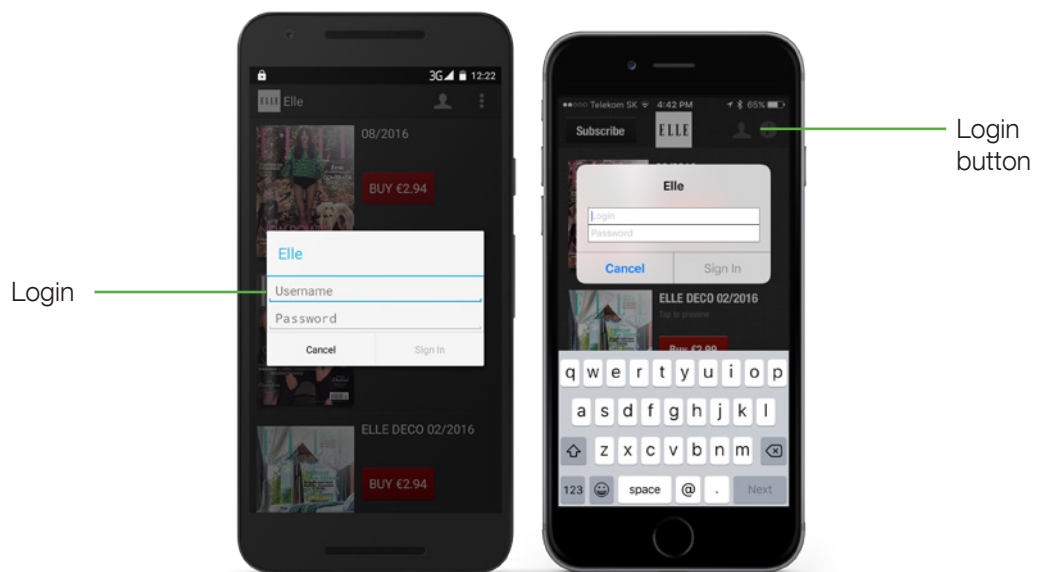in library

Banner
in publication

1. Splash screen

Splash screen appears when the system launches an app, it temporarily displays a static launch image on the screen. Android and iOS display this image instantly and briefly as the app is loading and disappears when the app is ready to use. According to position of a tablet, App shows Portrait mode or Landscape mode image. In case of smartphone version, only Portrait mode is available.

Resources

7 PNG files with following parameters:

- **iPhone Splash screen portrait**
  - Name: Default-568h@2x~iphone
  - Size: 640 x 1136 px
  - Resolution: 72 dpi
- **iPhone Splash screen portrait prior to iPhone5**
  - Name: Default@2x~iphone
  - Size: 640 x 960 px
  - Resolution: 72 dpi
- **iPad Splash screen landscape**
  - Name: Default-Portrait@2x~ipad
  - Size: 1536 x 2048 px
  - Resolution: 72 dpi
- **iPad Splash screen portrait**
  - Name: Default-Landscape@2x~ipad
  - Size: 2048 x 1536 px
  - Resolution: 72 dpi
- **Android Splash screen landscape**
  - Name: Default-Landscape@2x~android
  - Size: 2048 x 1280 px
  - Resolution: 72 dpi
- **Android Splash screen portrait**
  - Name: Default-Portrait@2x~android
  - Size: 1280 x 2048 px
  - Resolution: 72 dpi

1. Splash screen

- **Desktop Splash screen**
  - Name: Default~desktop.png
  - Size: 530x360px
  - Resolution: 72 dpi

Color mode

- RGB
- 8 bit
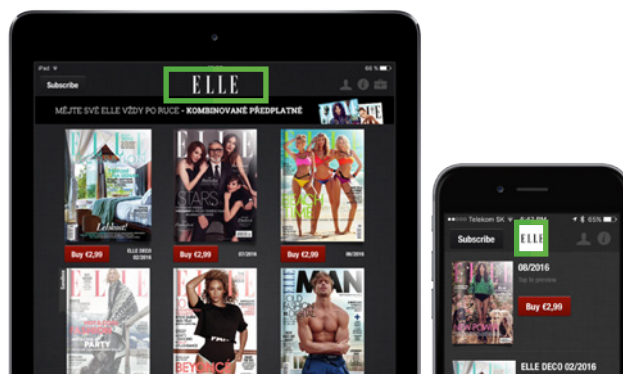
[Download the templates for your Splash screens.](#)

2. Logo in library

Your logo shows in the application library, centered in the upper tool bar.

Resources
iOS: 2 PNG files with following parameters:

- **Logo in library**
  - Name: LibraryLogo@2x
  - Size: 300 x 100 px
  - Resolution: 72 dpi
- **Logo in library for phones**
  - Name: LibraryLogoSquare@2x
  - Size: 100 x 100 px
  - Resolution: 72 dpi

> ℹ️ *Safety zone from both sides is 10 px.*

For **Android** app there is a difference. It has no Library logo, however the app icon and title is shown.

Color mode
- RGB
- 8 bit

⬇️ <u>Download the templates for your Logo.</u>

3. Info screen

An info pop-up window shows the basic information about you and your application. It is not an imprint. It appears after taping „i" icon in the rightside upper corner of the library.
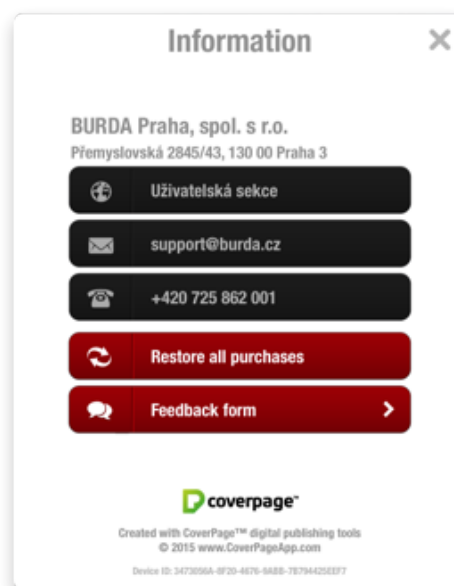
Pop-up window has 3 functional buttons for:
- web (browse the web),
- e-mail (sending e-mails),
- phone number (calling from iPhone).

Resources

Text file with following information:
- Title
- Subtitle
- Web
- E-mail
- Phone

EXAMPLE

- *Title: Burda Praha, spol s r.o.*
- *Subtitle: Přemyslovská 2845/43, 130 00 Praha 3*
- *Web: User section (this refers to your website)*
- *Email: support@burda.cz*
- *Phone: 00420 725 862 001*


Further information in pop-up window
- Restore all purchases
- Feedback form for sending a quick feedback
- Information about CoverPage platform

4. Share message

Any user can share information and your app link by sending a message from your app instantly. By taping a Share button in navigation bar, user can send a message via Twitter or e-mail. The message can be predefined by you.

Resources

- Text file with defined message
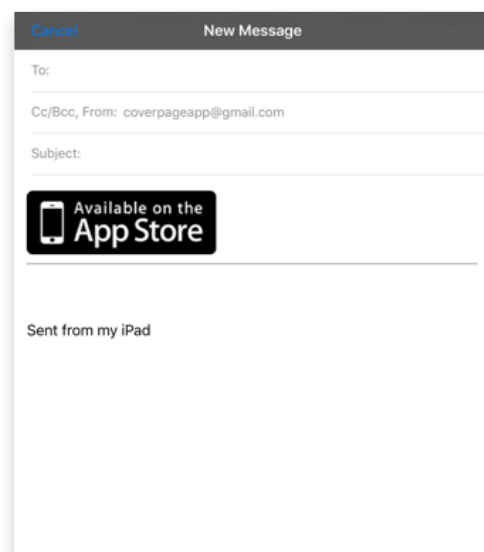
5. Referring site

Referring site

Your app can function as a referring site. This may be useful for your partners and clients to identify you and your app as a source for their web page traffic.

Every redirect to the clients' web page - by taping a hyperlink from your app - will be tracked with the referrig site.

The URL address of the webpage, you want to be the referring one, is compiled in the application. All the hyperlinks you use in your projects will be connected to this address as a referrer.

Resources

- URL of the referring site

EXAMPLE   *Referring site URL should look like this: http://www.your_website.com*

---

6. Login service

This service is used for accessing an archive of your projects for free for users with correct username and password. It can be your print subscriber, partners and such as. For being able to use login, you need to implement easy login service on your server, which will be used to verify the user subscription validity.

Resources

- URL address of the service
- Sample login and password to verify the service

Technical specification for your login service is available upon request.
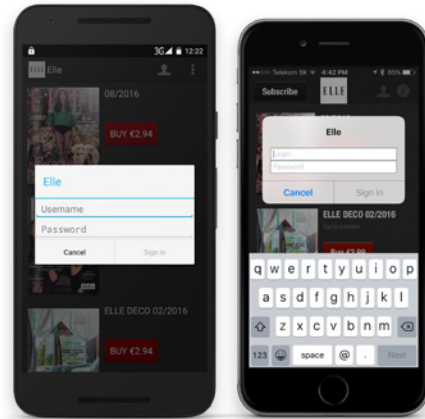
7. Banner area

You can use banner areas in iPad version of your application placed in the library or right in your publications. Condition of using this banner areas is an own banner system on the side of your server. Such as Google Ad Manager, OpenX or OpenCart.

In the banner system you create a new area or zone, set up the dimensions (768 x 60 px and 468 x 60 px) and generate JavaScript for these zones. The way of generating the zones is dependant on the type of system you use.

Resources
2 JavaScript files which will be bundled into application.
Note that your script should contain enclosing script tags.

Library header banner
- Size: 768 x 60 px

In-Magazine pop-out banner
- Size: 468 x 60 px
- Appears for 5 seconds after opening the publication and than disappears.

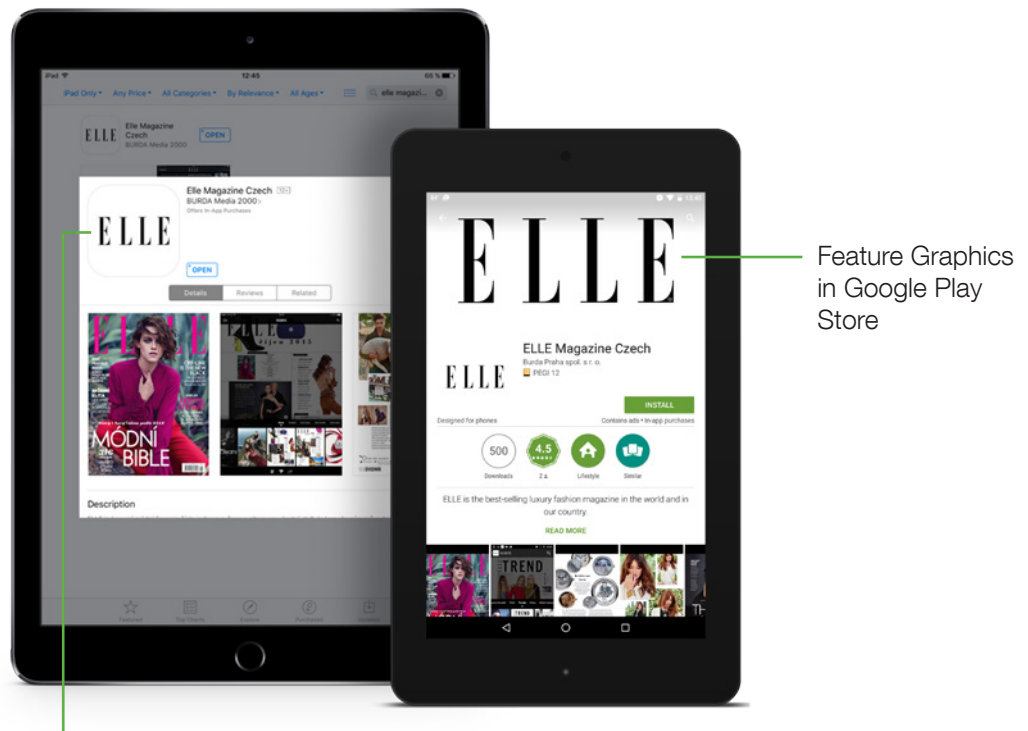If there is no code the banner area is not shown.

EXAMPLE

```
1.  <script>
2.  Your JavaScript code
3.  </script>
```

Application in stores - graphics

App in Newsstand

Magazine cover ———

Stores

Feature Graphics
in Google Play
Store

App Icon in App Store

1. Application icons

Every app needs an application icon. Beautiful, compelling icons and images are a fundamental part of the user experience. Far from being merely decorative, the icons and images play an essential role in communication with users. You don't need to provide every single icon dimension because the smaller ones are scaled down from the bigger icons. iOS icon is always a square shape. With Android icon you can be more creative. The shape is not mandatory, only the dimension. Make sure to design the Android icon with the transparent background.

Feature graphics, (only Android apps) is used to highlight and promote your app on Google Play. It's displayed at the top of your Store Listing page. More about feature graphics here.

Resources

iOS: 5 PNG files without shine and gloss and corner radius, with following parameters:

- **Icon for iPhone app**
  - Name: Icon-120
  - Size: 120 x 120 px
- **Icon for iPad app**
  - Name: Icon-152
  - Size: 152 x 152 px
- **Icon for App Store**
  - Name: iTunesArtwork@2x
  - Size: 1024 x 1024 px
- **Icon for Newsstand - optional**
  - Name: NewsstandIcon
  - Size: The long edge of this icon should measure 1024 pixels.
  - Newsstand icon is separate from the app icons that iOS apps must provide. You can find further informations on next page.

Android: Icon for Android app can be created from iOS resources. But Android icon does not need to be strictly square shaped. In case you rather want your Android icon to have different design than the iOS one, it should have the following parameters:

- **Icon for Android app**
  - Name: Icon-512
  - Size: 512 x 512 px
- **Feature Graphic for Google Play Store**
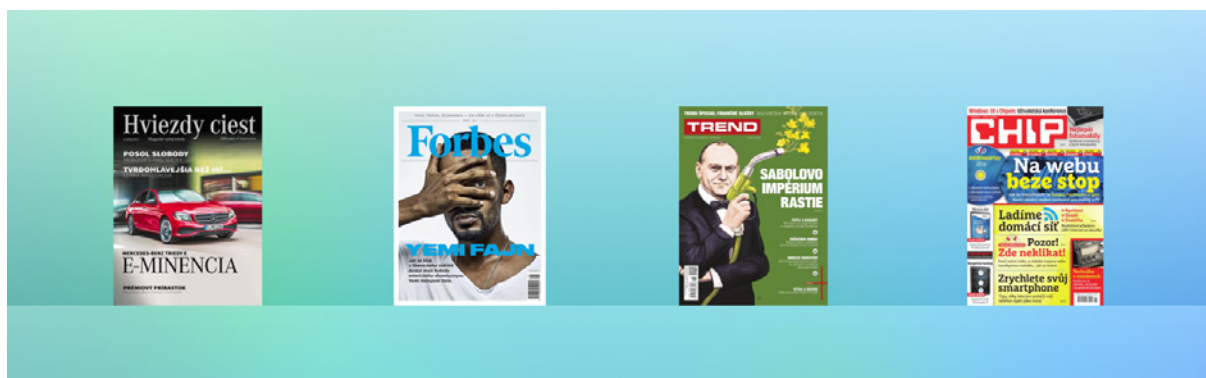 - Name: FeatureGraphics
  - Size: 1024 x 500 px

Icon for iOS devices

> *Corner radius, shine and gloss are created automatically. If you've chosen to prevent the addition of the reflective shine, let us know.*
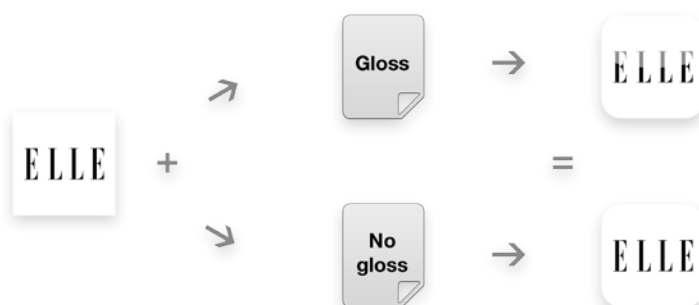
Icon for Android devices

 [Download the templates for your icons.](#)

Newsstand icon - optional (depending on app category)

Newsstand icon is required if you want to publish subscription-based periodical content in your app. The category of your app then will be Magazines & Newspapers. In iOS 8 and earlier, your app will be accessible via Newsstand. All Newsstand apps need to supply a Newsstand cover icon that represents the default cover art in the App Store. Note that this icon is separate from the app icon that all iOS apps must provide. Your default Newsstand cover icon should be a generalized facsimile of the cover of a typical issue, which focuses on the parts of the cover that are fairly consistent from issue to issue.

> *Avoid adding dates, season information or any very specific topic to your New-sstand icon. Avoid the elements, that users would never see on an actual cover. Such as a message to "tap here for the latest issue", etc.*

Color mode
- RGB
- 8 bit

There is no template for your Newsstand icon since it has no specific dimmensions for the both sides. Only the long edge is specified - the longer edge should measure 1024 pixels.

Application in stores - texts

Text in stores

1. App texts

Text materials you provide are the mandatory part of App Store and Play Store, their functionality is to inform and sell. It talks about:

- Content and functionality of application
- Payment and subscription
- Your company
- Development

Resources

Text file with following parameters:

Name	Description
App name	App Name is situated under the icon. Up to 12 letters recommended.
Category - Apple App Store	Books, Business, Catalogs, Education, Entertainment, Finance, Food & Drink, Games, Health & Fitness, Lifestyle, Kids, Magazines & Newspapers, Medical, Music, Navigation, News, Photo & Video, Productivity, Reference, Shopping, Social Networking, Sports, Travel, Utilities
Category - Google Play Store	Books & Reference, Business, Comics, Communications, Education, Entertainment, Finance, Health & Fitness, Libraries & Demo, Lifestyle, Media & Video, Medical, Music & Audio, News & Magazines, Personalization, Photography, Productivity, Shopping, Social, Sports, Tools, Transportation, Travel & Local, Weather
App name in stores	Shown in stores. Maximum of 50 letters.
Pricing	Price of your app. You also set the price for the single project published and the subscription. More in chapter Pricing.
Copyright	Your copyright.
Description	Summary of the app's purpose, its content and value for consumers. Maximum of 4 000 letters.
Keywords	Keywords are not visible in the Store. They are used for search. Up to 100 characters including commas.

> (i) *Check the name of application you choose in stores. It may already exist.*

⬇ **Download the form to be filled up - Text resources.**

2. Pricing

You determine the prices for:
- Application
- One project/issue
- Subscription

It all can be provided for free if you wish.

There are **6 types of subscription for App Store**:
- 1 week
- 1 month
- 2 months
- 3 months
- 6 months
- 12 months

There are **6 types of subscribtions in Google Play Store**:
- 1 week
- 1 month
- 3 months
- 6 months
- 12 months
- Seasonal: Seasonal subscriptions need a start and end date and can be prorated.

⚠ **Subscription is purchased from the users's iTunes and Google Wallet account. It is auto-renewable app digital subscription. Auto-renewable subscriptions allow users to download in-app content, and the purchase is automatically renewed at the end of the period unless the user chooses to cancel it.   The subscriber gets the information in the step of purchasing.**

Setting the price for App Store is very straightforward. All the prices are predefined according to "Tiers - App Store Pricing Matrix". Choose the price tier from the table and provide.

Google Play has no price tiers. You can choose any price you want for your app and projects. The minimum price is 0,55 EUR.

App Store Pricing Matrix
Google Play Pricing

Subscription trial - optional
An amount of time where the content is provided at no cost after which users are automatically renewed for the subscription, unless users turn off auto-renewal. The free trial begins when the user subscribes. You can set the duration of the incentive to be a subset of this subscription duration.

3. App Review Contact Information

While uploading the app to App Store, Apple requires your contact information in case they'll need to contact you personally.

Resources:
- Name
- Surname
- E-mail address
- Telephone number

4. Device UDID (Unique Device Identifier)

In order to test the Ad Hoc application on your device, your device UDID is required. This UDID requirement applies to iOS only.

Use this Guideline to get your UDID: http://whatsmyudid.com/

> *i*   *Do not use iOS application tools that detect your device UDID and automatically send by e-mail. Apple has removed access to the device UDID in iOS 7. The value starting with FFFFFF is not a valid Identifier.*

5. Privacy Policy webpage

You are legally bound to have a privacy policy in your application. We do provide our http://www.coverpageapp.com/en/policy. In case you have White Label feature you have to provide a readable, understandable and easily accessible privacy policy, which at a minimum informs users about:

- who you are (identity and contact details),
- what precise categories of personal data the app wants to collect and process,
- why the data processing is necessary (for what precise purposes),
- whether data will be disclosed to third parties (not just a generic but a specific
- description to whom the data will be disclosed),
- what rights users have, in terms of withdrawal of consent and deletion of data

Resources:
- Your url link to Privacy Policy page

Thank you for choosing CoverPage
for your digital publishing.

coverpage