So you’ve plowed through this book, and you’ve built an awesome application, and you’re ready now to get it into Apple’s App Store – the crowning achievement of iOS app developers. Well, let’s cover a few things out of the way first, so that your submission to the App Store is as smooth as can be.

Submitting to the App Store can be a frustrating process, or it can be a quick, painless step along the way to making a profitable app. The goal of this chapter is to provide some guidance for your application so that your experience is closer to the latter of the two.

In this chapter we’re going to cover the following path through App Store submission:

- Review Guideline Conformity
- Build the Application for Distribution
- Submit to App Store

This chapter assumes that you’re already a member of Apple’s developer program. If you’re not, you’ll need to sign up at developer.apple.com in order to be able to distribute applications in the App Store.

**Review Guideline Conformity**

The first thing you need to do when you’re ready to publish to the App Store is to review Apple’s guidelines and make sure that your application conforms to them. You can find the guidelines on the Apple Developer Site at:

NOTE: It’s important to understand that these guidelines are just that, guidelines. They are not strict rules. While adherence to these will definitely improve your chance of getting your application approved for distribution via the App Store, Apple can be unpredictable. There have been many publicized instances of good applications not being approved. This, is, unfortunately Apple’s playground, and it rules it absolutely.

The guidelines are subject to non-disclosure agreement, and Apple reserves the right to change the document. Therefore, I cannot reproduce them here, but the following are big no-nos when creating applications for the App Store:

- **No explicit content:** Steve Jobs has been extremely vocal about his aversion to allowing pornography in the iOS application ecosystem. As such, if your app has any explicit content that’s not in an educational context, it will get rejected. This is a particularly sensitive sticking point with Apple, so I would urge you to err on the side of caution.

- **No private API calls:** There are many methods that you can call in the underlying iOS that are undocumented, and, therefore, are not public APIs. If you stick to the MonoTouch APIs, this isn’t a problem, as they’ve only wrapped the public APIs. However, if you’re manually calling undocumented Objective-C selectors, and your application reviewer(s) find out, your app stands a high chance of being rejected, as Apple has automated scanners that look for these calls in your binary.

- **No major bugs:** According to Apple, bugs (more specifically, crashing bugs) are the most common cause for rejection into the App Store. Before submitting, you should thoroughly test and stabilize your application. Some reviewers seem to be more thorough than others, but generally you should make sure that your application doesn’t have any major bugs or crashes during normal usage.

- **Missing/incorrect functionality:** Aside from crashing bugs, the other thing that Apple notes as a common reason for getting rejected is missing functionality or functionality that doesn’t match the description. You should make sure that your application works as advertised; if you say that your app has some particular functionality, make sure it has it.

Those are some of the biggest sticking points in the App Store submission review process, but there are many other things that are covered in the guidelines. Be sure to review them and make sure that your application conforms to them.