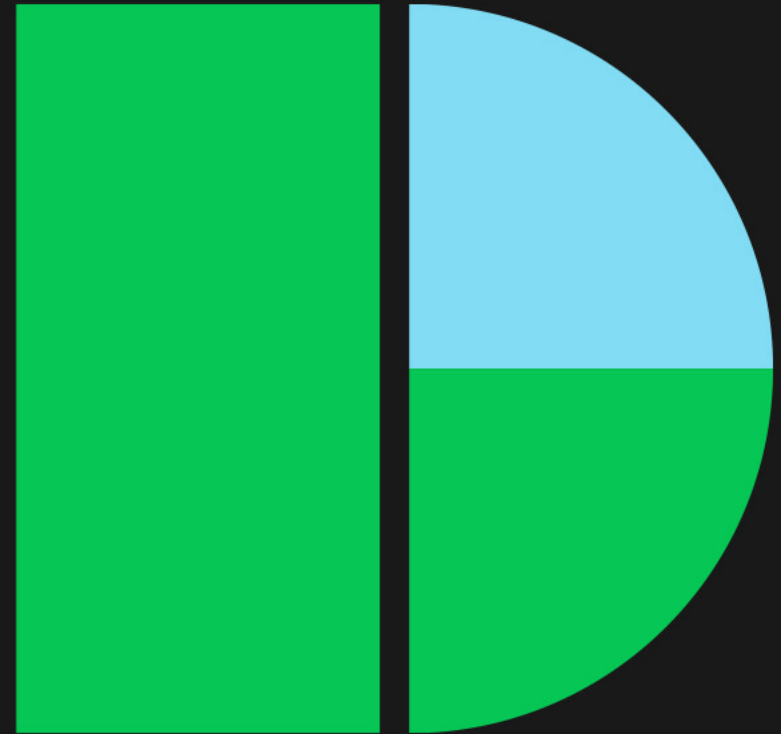


LINE Biz - Solutions

LINE TODAY

Official Account Push (OAP)

2026 Sales Kit



LINE TODAY

Used by 80%+ of LINE users—your one-stop hub for what's happening in Taiwan

180M+ Monthly Active Users

600+ Partners

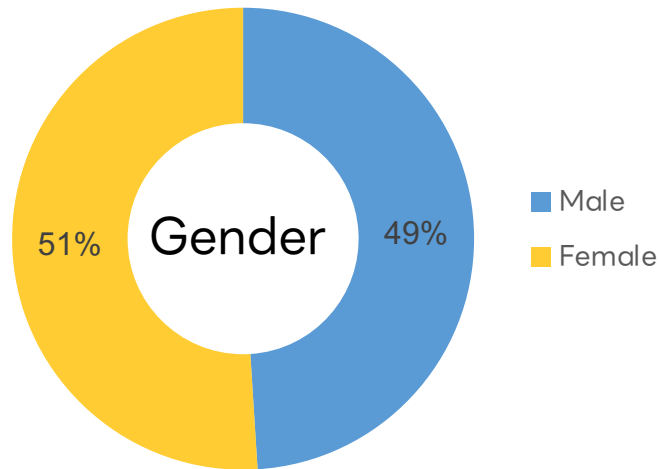
3000+ new contents per day



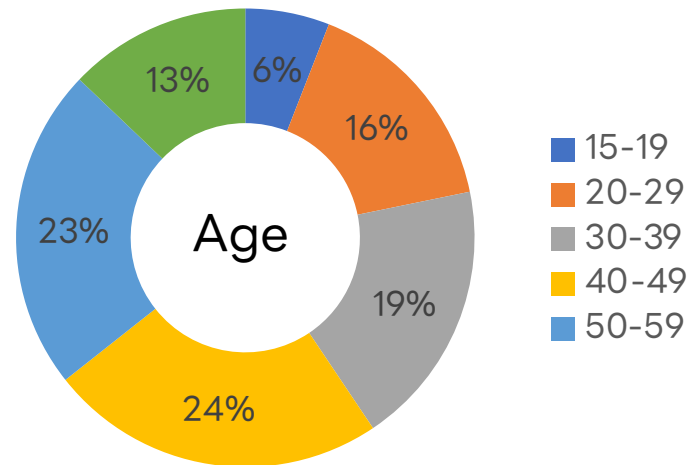
LINE TODAY Audience Profile

Gender and age split mirrors Taiwan's overall market;
nearly 80% are working adults with strong purchasing power

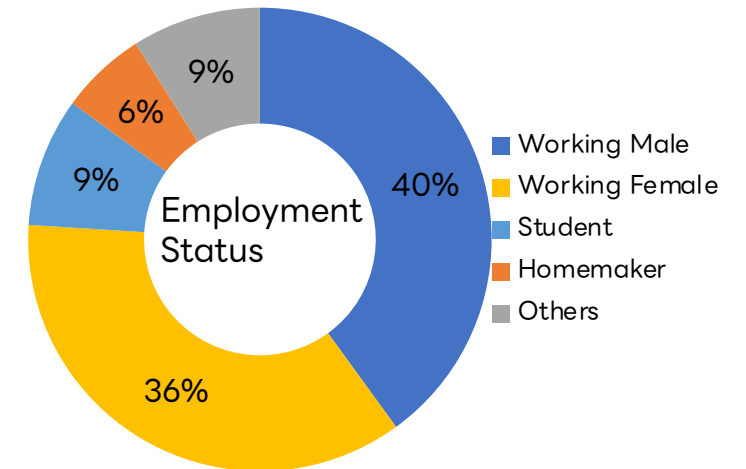
Female 51% : Male 49%



Ages 30–59
(core consumers): 66%



Working population:
76%





LINE TODAY

Official Account Media Impact Metrics

◆ LINE TODAY Official Account followers: Over 7.5 million users (2025)

◆ 2nd-largest traffic entry point for LINE TODAY, following the LINE feature tab*

◆ LINE TODAY is my primary source for daily news consumption: 70% of respond*

◆ I notice advertising messages on LINE TODAY: 60% of respondents agree*

◆ Content on LINE TODAY inspires my purchase intent: around 60% of respondents agree**



★ **LINE TODAY**

好友人數 7,517,872

隨點隨看 生活快充

LINE TODAY - Official Account Push (OAP)

Ad Placement

- Mid-section placement within LINE TODAY Official Account news push notifications (highlighted in yellow in the reference visual)

Sales Details

- OAP unit rate: NT\$100,000 per article
- Including one sponsored editorial article on LINE TODAY (existing Headline advertorial article can be reused)
- OAP link & publishing schedule
 - Users who click the OAP will be directed to the LINE TODAY sponsored article page (No external landing pages allowed)
 - Distributed during midday news push notifications (11:00 AM–2:00 PM). As OAP is delivered alongside editorial news, actual live time is subject to the day's news publishing schedule, with a possible adjustment of ± 1 hour

Performance

- Metrics provided: Clicks only, impressions not available
- Performance is not guaranteed, as results may vary based on headline relevance, creative angle, alignment with reader interests
- Based on limited testing, average click performance typically ranges from 5,000 to 10,000 clicks per article
- Campaign report will be delivered within 3 business days after the campaign ends



Note: All prices are listed in New Taiwan Dollars (NTD) and exclude applicable taxes.

LINE TODAY - Official Account Push (OAP)

Creative Submission

- Final creative specifications: Please refer to the listing datasheet on the LINE Biz Solution website: <https://tw.linebiz.com/download/line-guaranteed-ads/>
- Creative replacement: No creative replacement is allowed during the campaign period.
- Ad policies : <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

Other Notes

- As the campaign is linked to real-time news, no OAP preview image will be provided; a demo link to the editorial article will be provided instead.
- Multiple OAP editorial articles do not support LINE Tag for audience tracking.
- Ad content must comply with LINE TODAY OAP creative review standards.
- Editorial articles are viewable on both mobile and desktop devices.
- In the event of natural or man-made disasters causing severe damage, or other major events attracting national attention, LINE will immediately notify clients to postpone or adjust the campaign to avoid negative perceptions from ad exposure and ensure a positive advertising effect.
- Editorial articles will automatically be removed from LINE TODAY 60 days after the publication date. Each time an article is featured on the focus billboard/OAP landing page, the 60-day rule will be recalculated (starting from the second day +1).
- Example: If an article is published on 3/1, the removal date will be 4/30 (+60 days).



LINE TODAY – Category Official Account Push (OAP)

Ad Placement

- Category Official Account
 - LINE Hotspot
 - LINE TODAY Sports
 - LINE TODAY Movies
 - LINE TODAY Entertainment
- Position and style highlighted in yellow box in the reference image; this represents a single-article OAP ad (LINE preserves the right to adjust the style)

Commercial Offering

- OAP unit rate: NT\$100,000 per article
- Includes one or multiple sponsored editorial articles on LINE TODAY (existing Headline advertorial article can be reused)
- OAP link: Users who click will be directed to the LINE TODAY sponsored article page (no external landing pages allowed)
- OAP sales tiers and publishing schedule
 - LINE Hotspot OAP :
 - Limited to 4 placements per month
 - Live time: 10:30–11:30 AM
 - LINE TODAY Sports OAP :
 - Not available on weekends; 1 placement per calendar week (e.g., this Friday or next Monday)
 - Live time: 4:00–5:00 PM
 - LINE TODAY Movies OAP :
 - Limited to 5 placements per month
 - Live time: 12:00–1:00 PM
 - LINE TODAY Entertainment OAP :
 - Not available on weekends; 1 placement per calendar week (e.g., this Friday or next Monday)
 - Live time: 11:00 AM–1:00 PM

★ LINE TODAY 運動

好友人數 3,512,004

★ LINE 熱點

好友人數 7,848,026

★ LINE TODAY 娛樂

好友人數 2,916,116

★ LINE TODAY 電影

好友人數 2,198,181



LINE TODAY – Category Official Account Push (OAP)

Performance metrics

- Metrics provided: Clicks only, impressions not available
- Performance is not guaranteed, as results may vary based on headline relevance, creative angle, alignment with reader interests
- Based on limited testing, average click performance typically ranges from 1,000 to 8,000 clicks per article
- Campaign report will be delivered within 3 business days after the campaign ends

Review Guidelines

- Ad content requirements :
 - LINE TODAY Sports OAP: Banner ads must be related to sports products or activities (e.g., financial services sponsoring sports events are allowed.)
 - LINE TODAY Movie OAP: Banner ads must be related to film industry or movie-related activities(e.g., F&B or retail promotions co-branded with movies)
 - LINE TODAY Entertainment OAP : Banner ads must be related to general entertainment industries or activities
 - LINE TODAY Hotspot OAP : Banner ads must be related to food, beverage, leisure, or lifestyle industries/ activities
- Ad policies: Must comply with LINE TODAY OAP creative review standards

Material Submission

- Final creative specifications: Please refer to the listing datasheet on the LINE Biz Solution website: <https://tw.linebiz.com/download/line-guaranteed-ads/>
- Creative replacement: No creative replacement is allowed during the campaign period.
- Ad publishing policies: <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>
- Preview: After creative submission is completed, a front-end OAP preview and a demo link to the editorial article will be provided.

Final creative specifications should follow the official listing datasheet : <https://tw.linebiz.com/download/line-guaranteed-ads/>
Ad publishing policies : <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

LINE TODAY – Category Official Account Push (OAP)

Other Notes

- After the creative setup is completed, LINE will provide a front-end OAP preview image and a demo link to the editorial article.
- Editorial articles published via OAP do not support LINE Tag audience tracking, and therefore cannot collect article audience data.
- Ad guidelines: Must comply with LINE TODAY – OAP creative review standards.
- Editorial articles can be viewed on both mobile and desktop devices.
- In the event of a natural or human-caused disaster resulting in severe impact, or other major national events drawing widespread public attention, LINE will immediately notify the client and coordinate a postponement or schedule adjustment to avoid negative perceptions from ad exposure and ensure a positive advertising outcome.
- Editorial articles will be automatically removed from LINE TODAY 60 days after the publication date. Each time an article is used as the focus billboard/OAP landing page link, the 60-day rule will be reset (counting begins from the second day, +1 day).
- Example: If an article is published on 3/1, it will be removed on 4/30 (+60 days).

Material Guidelines – Line Spacing Note

Unable to adjust line spacing in the article body

The system automatically applies smaller line spacing for text wrapped by the environment, while line breaks created using Enter will have larger spacing. Please refer to the example below.

WORD

除了上述上線慶祝活動外，5月31日開始遊戲內將有更多精彩活動陸續展開！
歡迎一起加入我們，在《LINE 波兔小鎮》中享受消除方塊的暢快感和打造可愛
小鎮的療癒心情吧！↵

Enter line break spacing

System auto line wrap
spacing (based on
environment)

LINE 日後仍將以「CLOSING THE DISTANCE - 拉近你我的距離」為使命，與世界
各地的夥伴一同合作，持續擴充包含「LINE GAME」在內的各種合作服務或內
容，以促進用戶之間的交流。↵

實際上稿

除了上述上線慶祝活動外，5月31日開始遊戲內將有更多精彩活動陸續展開！歡迎一起加入我們，在《LINE 波兔小鎮》中享受消除方塊的暢快感和打造可愛小鎮的療癒心情吧！

Enter line break spacing (larger)

LINE日後仍將以「CLOSING THE DISTANCE - 拉近你我的距離」為使命，與世界各地的
夥伴一同合作，持續擴充包含「LINE GAME」在內的各種合作服務或內容，以促進用戶
之間的交流。

System auto line wrap
spacing (smaller)

THANK YOU

若對LINE TODAY OAP 有興趣，請洽您的 LINE 廣告業務窗口。