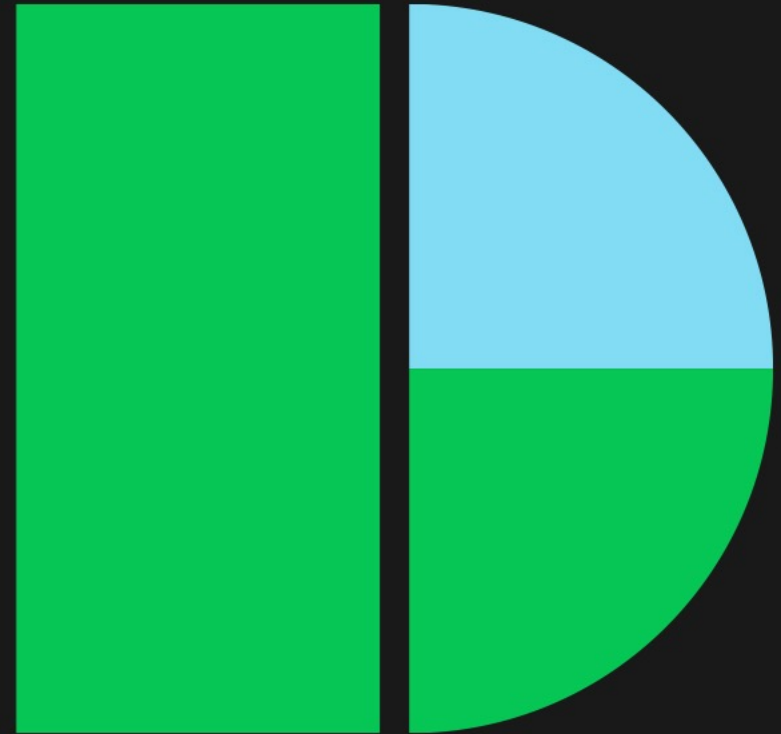


LINE Biz - Solutions

LINE TODAY

Vision Box Ad

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

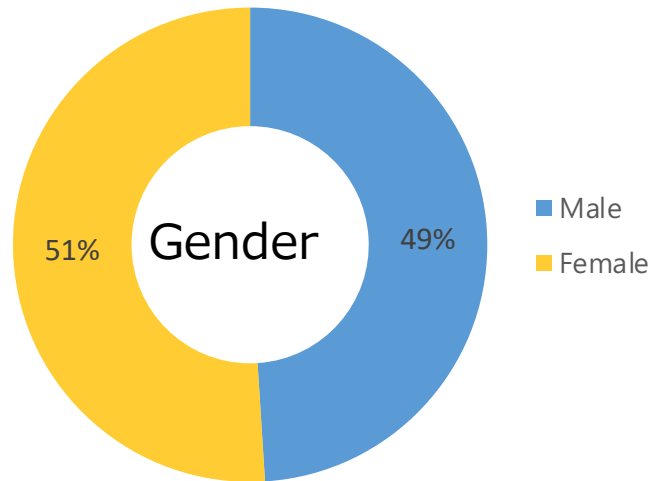
3000+ new contents per day



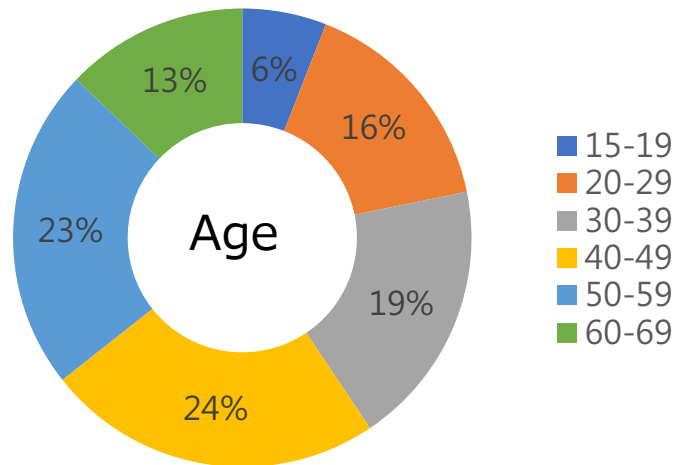
LINE TODAY Audience Profile

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

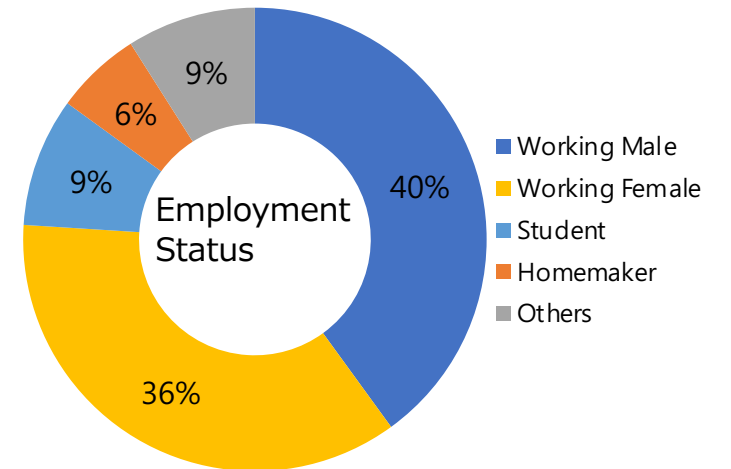
Female 51% : Male 49%



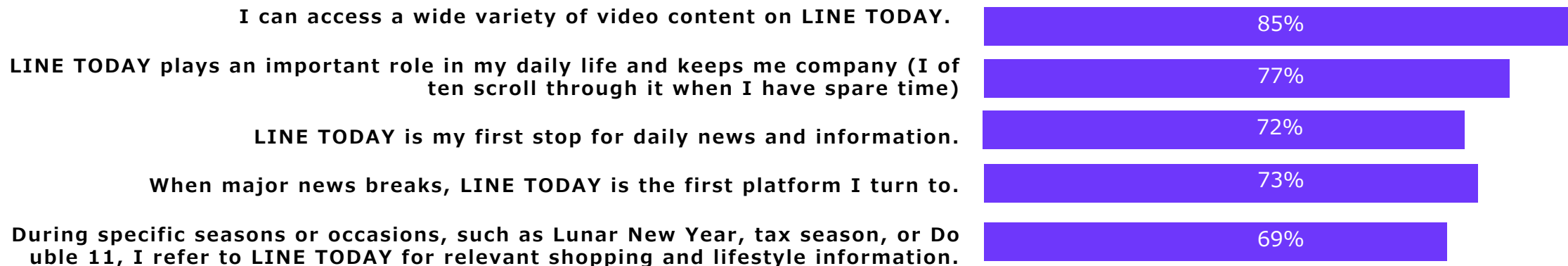
Ages 30-59
(core consumers): 66%



Working population:
76%



LINE TODAY is a key gateway for consumers to discover information and knowledge across topics



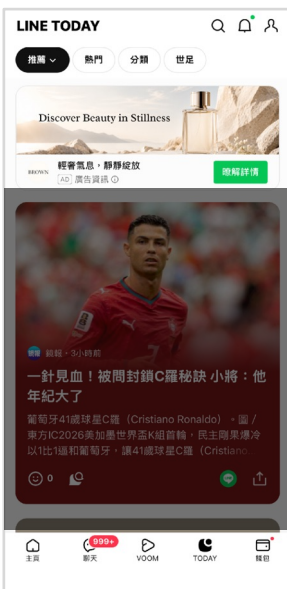
61% Users notice advertisements on LINE TODAY

56% Content on LINE TODAY can spark purchase intent

LINE TODAY offers diverse ad formats and touchpoints to power your marketing plan

Home Page

Masthead



Immersive Ad



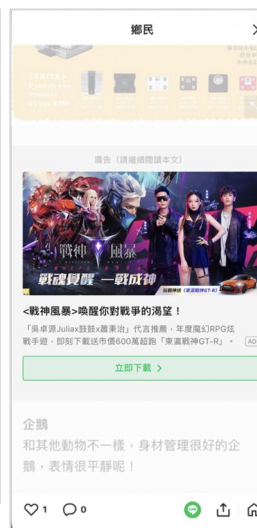
Billboard Ad



Scroller Ad



In-read Ad



Backdrop Ad



Vision Box Ad



Pre-roll Ad



Branded content

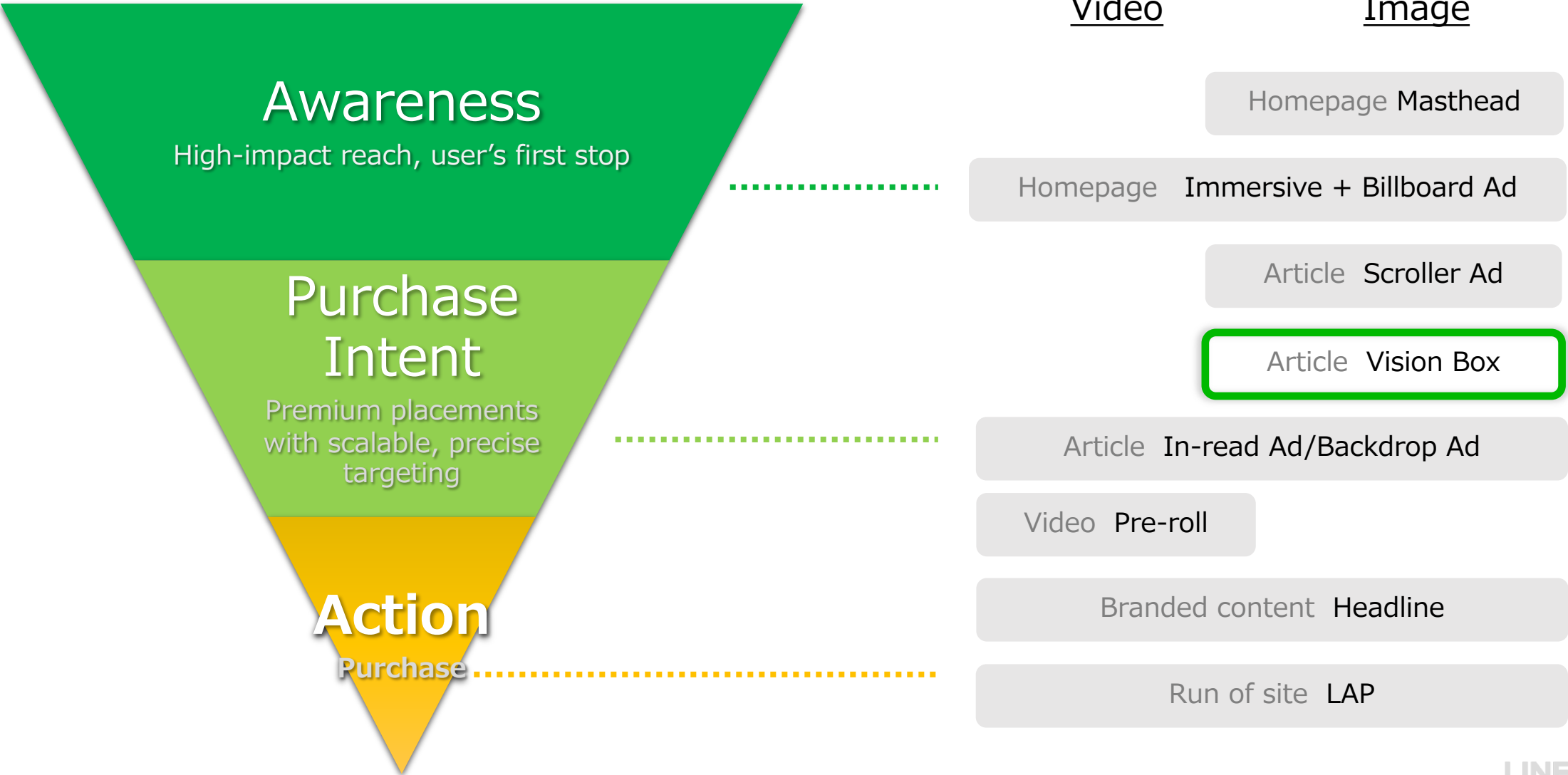
首頁大看板



OAP 推播



Recommended Campaign Objectives for LINE TODAY Ads



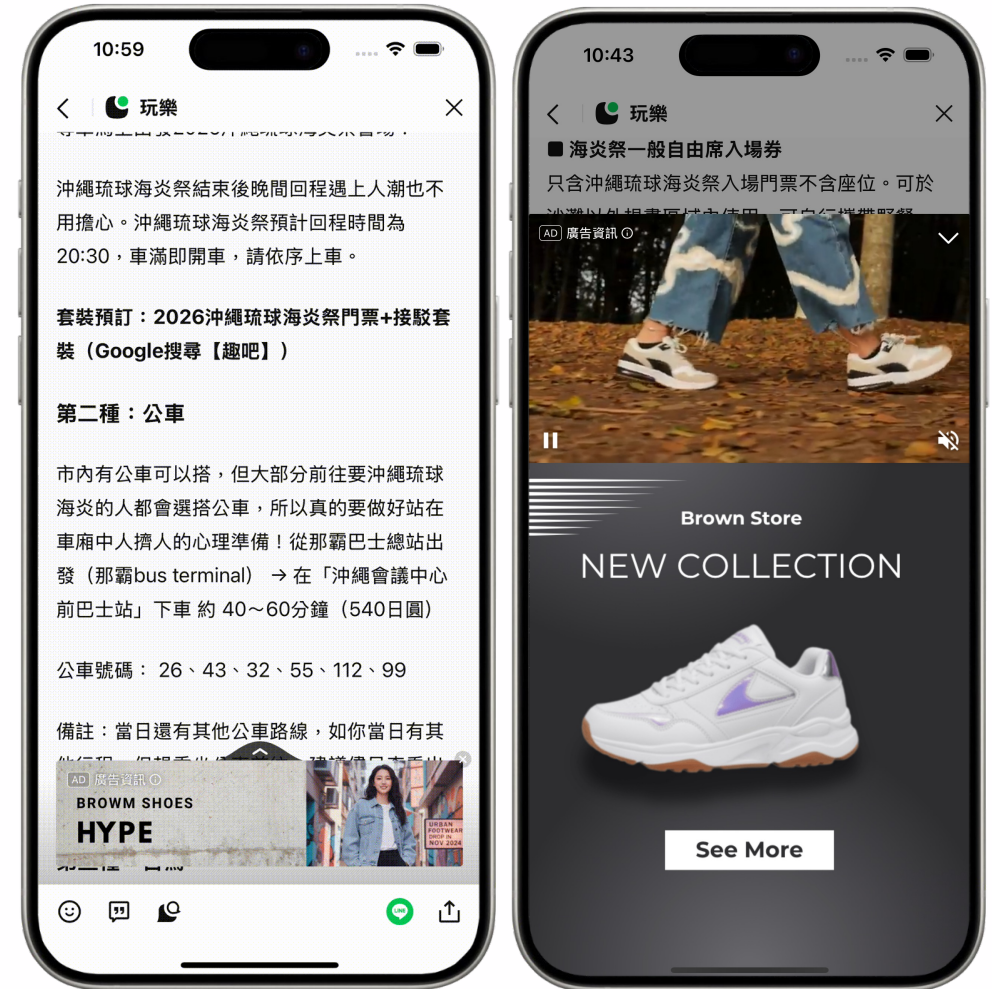
Vision Box Ad makes a powerful debut!

LINE TODAY's Rich Media ad format—**Vision Box**—designed to empower brands with **high-impact** visuals and engaging **interactive experiences**.

Grab Attention
Sticky Bottom
Article Placement

2nd-Layer Interaction
Swipe Up to Expand
Immersive and fun
experience

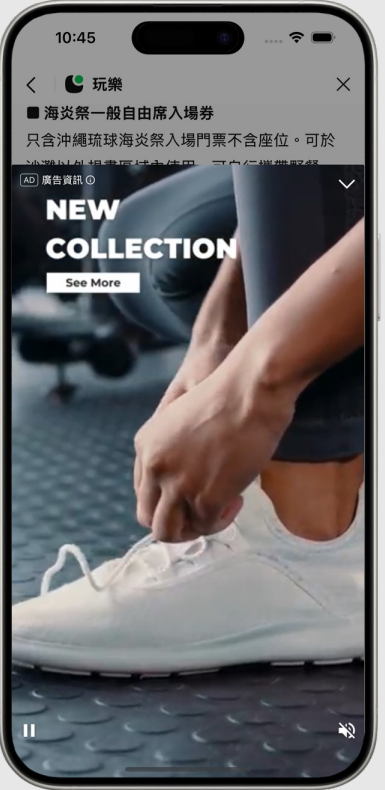
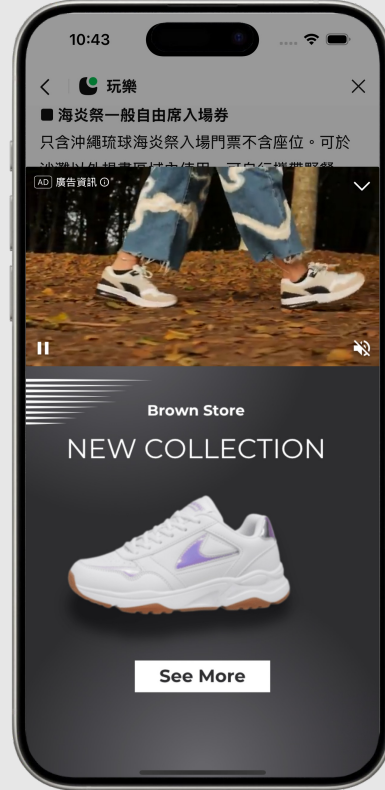
formats support GIF to create eye-catching dynamic effects.



LINE

- Layout for illustration only; actual display may vary.
- Display timing: The Vision Box sticky bottom image appears as users scroll into the article body; actual timing and scroll depth may vary.
- Please follow the creative guideline to avoid cropping the key visual or covering mandatory industry disclaimers.

Vision Box Ad features 3 interstitial ads for Diverse Brand Needs

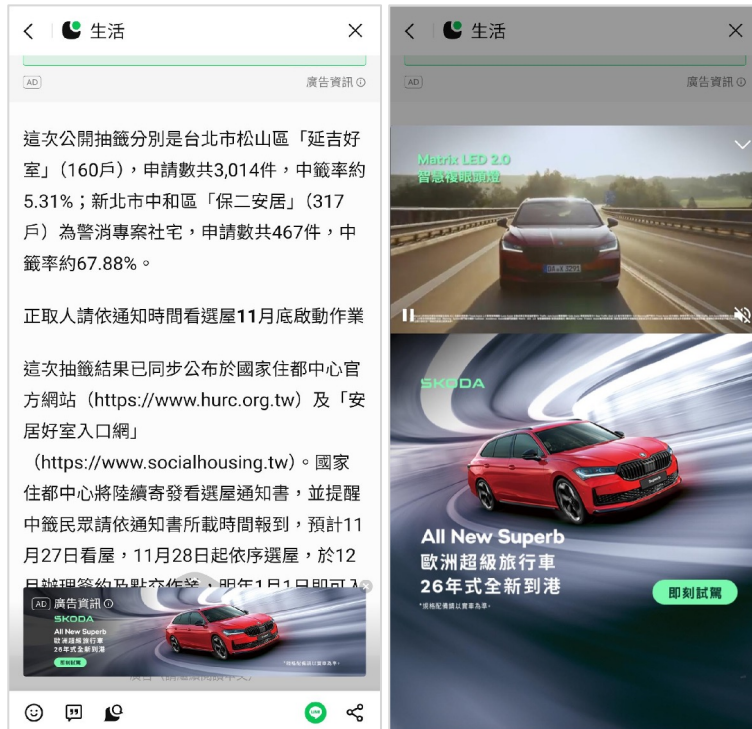
Bottom Banner	interstitial ad		
Single Image	Single Image	Single Video	Image+Video
			
• Tap swipe-up icon → Expand overlay • Tap bottom banner → Landing page	• Tap top-right arrow → Back to banner • Tap image → Landing page	• Tap top-right arrow → Back to banner • Tap video → Landing page	• Tap top-right arrow → Back to banner • Tap video/image → Landing page

Top click performer among article page ads!

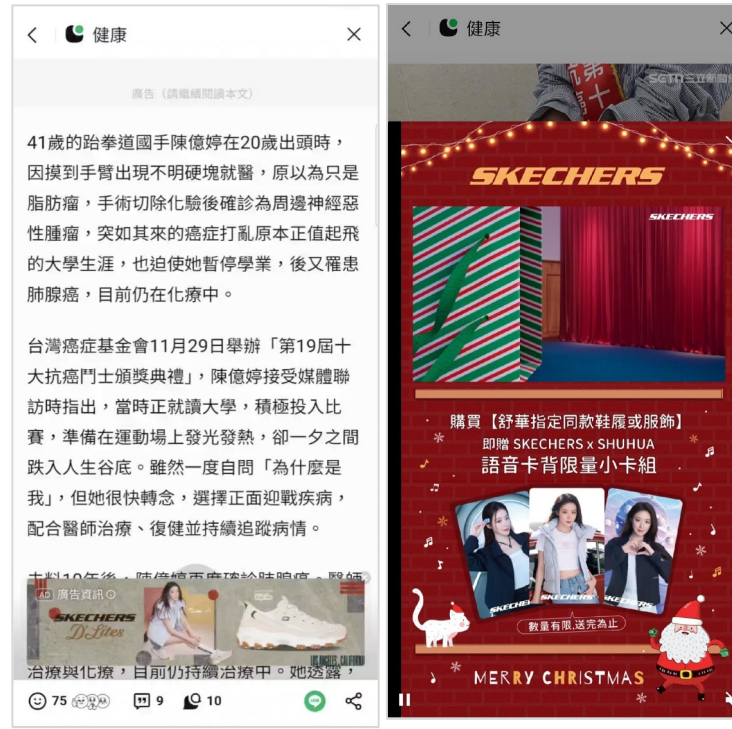
Vision Box Ad **CTR +330%**

(vs. in-article formats)

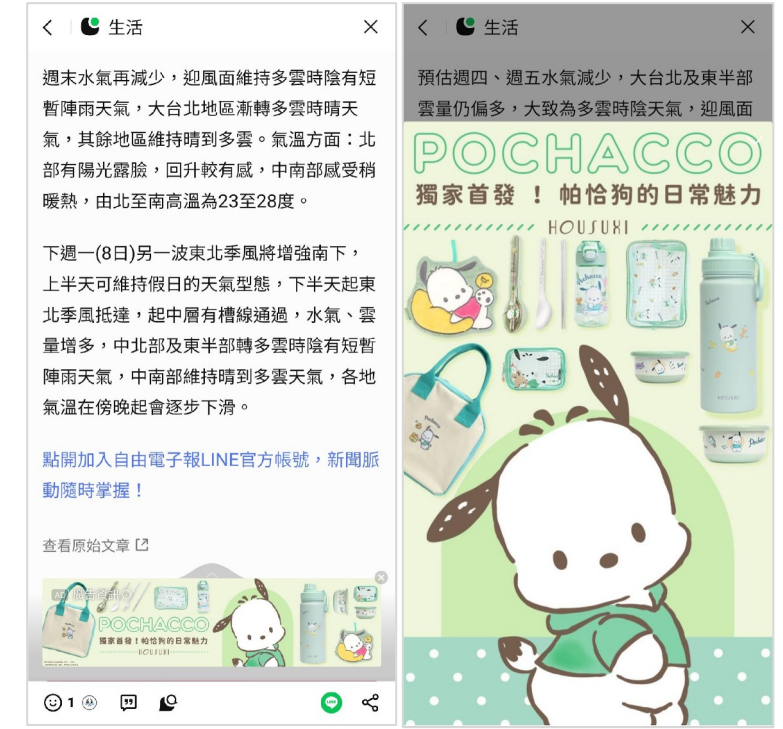
Banner + Overlay (Video + Image)



Banner + Overlay (Video Only)



Banner + Overlay (Image Only)



Notes:

* Layout for illustration only; actual display may vary.

* Article page ads include Scroller Ad, In-read Ad and Backdrop Ad.

* CTR uplift is based on the click-through rate (CTR) of the Dec 2025 pilot campaign, benchmarked against article page In-read Ad / Backdrop Ad (2025 Q4 data).

* Click performance data is for reference only and is not guaranteed. Actual results are subject to live campaign performance.

LINE

LINE TODAY Vision Box Ad Sales Specifications

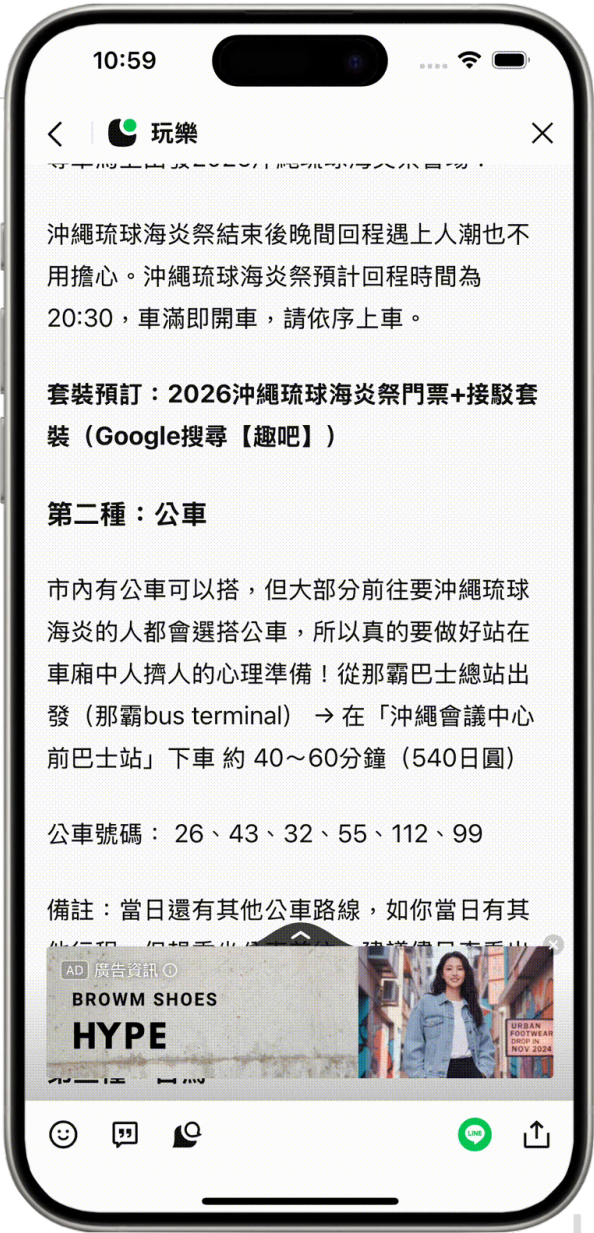
Layout for illustration only; actual display may vary.

Ad Format	Purchase Threshold	Impression Unit Price
Bottom Banner + interstitial ad (Only Image)	\$300,000 NTD	CPM \$180 NTD
Bottom Banner + interstitial ad (Only Video)		
Bottom Banner + interstitial ad (Image+Video)		

Targeting Conditions		
20% price surcharge	Age & Gender	Dayparting
	Operating System	Frequency
	6 Major Regions	Content Category
	Interests	Sensitive Topic Exclusion
	WBC (World Baseball Classic)	-

Important Information

- CPM ad exposure is calculated based on the bottom banner image; all prices are in NTD and exclude tax.
- Purchase Threshold: A single campaign must reach a threshold of \$300,000 NTD (pre-tax).
- Pricing: LINE reserves the right to change prices and will notify clients one month in advance.
- Go-live Time: Ads launch at 10:00 AM and end at 10:59 PM Taiwan Time.
- Ad Placement and Format: LINE TODAY article pages; ad placement may be adjusted according to changes in the article page layout, and LINE reserves the right to adjust ad placement. To continuously optimize the product, LINE reserves the right to adjust the interactive reminder icons for bottom ads at any time.
- Trigger Timing: The bottom banner appears naturally as the user scrolls into the article content; exact timing depends on actual scroll proportions.
- Ad Delivery: Ads are set to rotation by default; if another client specifies a "buyout" (exclusive placement like Vision Box/Backdrop Ad/In-read Ad), the ad will skip delivery during that period.
- Exclusive buyout: Buyouts for a specific period are quoted separately; please contact your LINE ad sales rep.
- Delivery: Exclusive buyouts take delivery priority within your flight.



LINE

Targeting

TODAY Ads – Targeting Options by Product

	Audience-based (People)							Content-based (Topics)		
	Age/Gender	OS	6 Regions	Interests	WBC	Time Slot	Frequency Cap	Content Category	Topic Keywords	Sensitive Topic Exclusion
Masthead	O (CPM buys only)						X	X		
Immersive Ad	O						O	X		
Billboard Ad	O						O	X		
Scroller Ad	O						O	O		
In-read Ad	O						O (Excl. CPCV)	O		
Backdrop Ad	O						O	O		
Vision Box Ad	O						O	O		
Pre-roll	O					X	O (Excl. 30s non-skippable Pre-roll)	O	X	X
Headline /OAP	X						X	X		

- See the following pages for targeting details & notes

Diverse Targeting to Reach the Right Audience

Audience Targeting

Age & Gender

Gender	Male
	Female

Age	≤14
	15-19
	20-24
	25-29
	30-34
	35-39
	40-44
	45-49
	50+

OS

Android
Apple iOS

6 Regions

Taipei/New Taipei/Keelung
Taoyuan/Hsinchu/Miaoli
Taichung/Changhua/Nantou
Yunlin/Chiayi/Tainan
Kaohsiung/Pingtung
East Taiwan + Islands

Interests

Beauty & Skincare
 Body & Slimming
 Fashionistas
 Apparel & Accessories
 Food & Beverage
 Health & Nutrition
 Baby & Kids
 Home Lovers
 Taipei MRT Commuters
 Car Lovers
 Online Shoppers
 Sports Fans
 Finance Fans
 3C Electronics
 Gamers
 Tech Lovers
 Movie Lovers
 Travel Lovers

WBC Audiences

Active Fans
 Highly Engaged Fans
 Passionate Supporters
 Tactical Analysts
 Emotional Connectors
 Social Buzz Seekers

Dayparting

Deliver only in set hours of the flight (min. 2 consecutive hours, in hourly increments).

Suggested uses:

- Meals & late-night snacks
- Commute hours
- Stock market hours

Frequency Cap

Once per 7 days
Once per 6 days
Once per 5 days
Once per 4 days
Once per 3 days
Once per 2 days
Once per day
Once per flight

- Interest categories are inferred from users' content interests and attributes across LINE services. For details, see the [Ad Optimization Guide](#) and [LINE Privacy Policy](#).
- Targeting categories (green) combine with AND; each added category is +20%. Options within a category combine with OR and are surcharged once. Choose per media objectives and check avails to confirm the flight.
- Time : a 7+ day flight ending on a business day is strongly recommended. If under-delivered at flight end, we will notify you the next business day to discuss next steps.
- Ads rotate by default; during special projects or exclusive buyouts, ads will not be delivered in that period.
- **Dayparting rules:**
 - Specific hours within the flight (under 24 hrs): surcharge applies; min. 2 consecutive hours, in 1-hour increments.
 - Recurring days of the week (full days, e.g., every weekend or weekday): no surcharge. Irregular days (e.g., Mon & Tue of week 1 and Tue & Wed of week 2) cannot be targeted.
- **Frequency cap:** This setting aims, where possible, to serve your ad once per user during the flight, but user identification is affected by cookies, browsers and devices, so Total Impressions, Total Unique Visitors and frequency settings in ad reports will differ; please understand this before applying a cap. Frequency caps limit impression volume, so booked impressions are not guaranteed; if under-delivered at flight end, we will notify you the next business day to discuss next steps. Pay-as-delivered buys must still meet the minimum spend. Masthead does not support frequency caps.

WBC (World Baseball Classic): 6 Key Audience Segments

Based on 2026 WBC engagement and interests, 6 curated audience profiles help brands reach the right people.

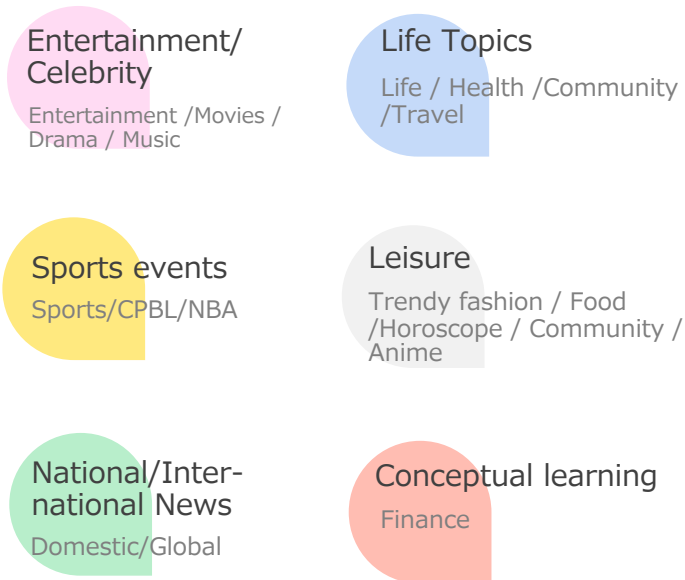
Audience		Description	Marketing Application
By Tournament Engagement			
1	Active Fans	Followed WBC content for 2–5 days during the tournament to keep up with recent games	Balances scale and precision to improve brand reach efficiency
2	Highly Engaged Fans	Followed the tournament for 6+ days; highly engaged and actively tracking its progress	Focuses on highly invested fans to deepen brand engagement and impact
By Content Interest			
3	Passionate Supporters	Follow national team performance, international matchups and rallying fan content	Best for: beer, telecom, household-name brands, restaurant chains
4	Tactical Analysts	Prefer game stats, player performance, pitching/batting analysis and tactics	Best for: automotive, sporting goods, tech products, financial services
5	Emotional Connectors	Follow player stories, moving moments and the human side of the games	Best for: FMCG, insurance, family brands, personal care
6	Social Buzz Seekers	Follow fan culture, trending memes, mascots and social media buzz	Best for: mobile games, e-commerce, snacks & drinks, social platforms

- Audience collection period: 2026/3/2 – 2026/3/22, based on users who read WBC-related articles on LINE TODAY
- Tournament engagement: defined by the number of days users visited WBC articles
- Content interest: users who frequently read a given category of WBC articles

Diverse targeting options to reach precise audiences — Content/Contextual targeting

Content targeting

Content categories



Content keyword

Beauty & Skincare
Aesthetic medicine
Weight loss
Luxury
Apparel & Accessories
Health supplements
Baby & infant products
Tech & 3C

Real-estate
Home appliances
Furniture
Automotive
Finance & Insurance
Pets
Gaming
Shopping deals
Gifting

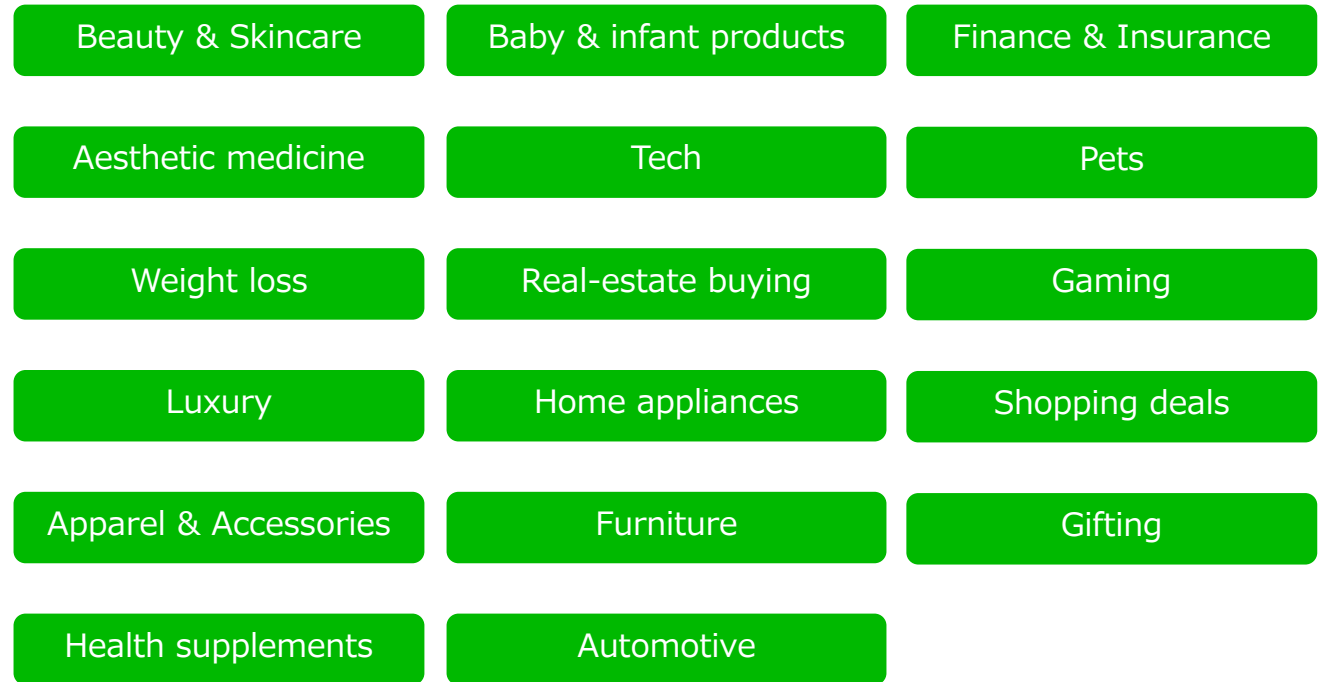
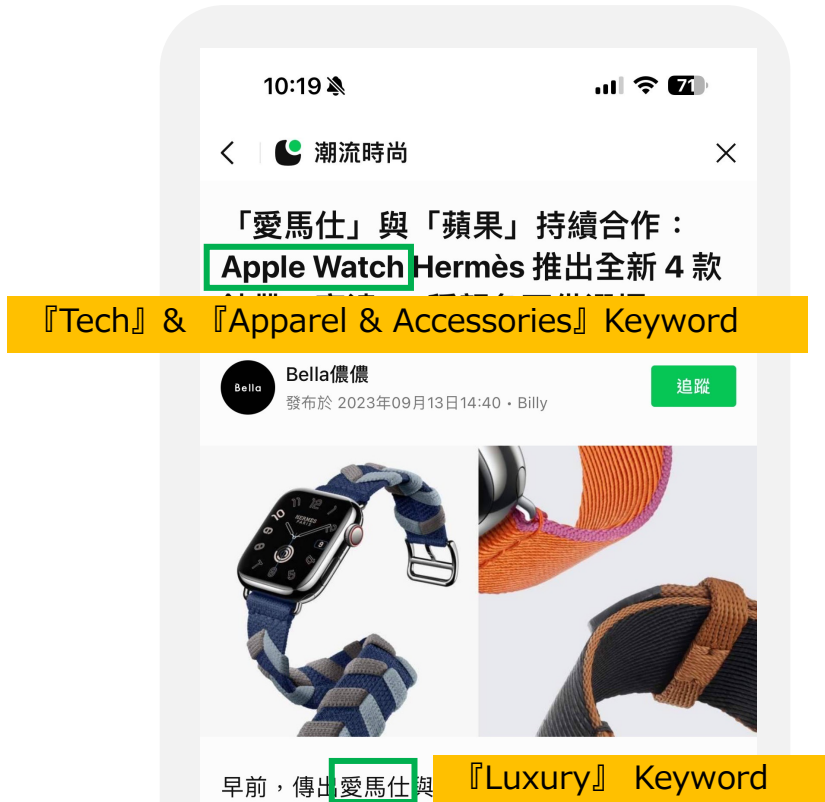
Sensitive topic exclusion



- Content categories and content keyword are treated as one targeting criterion. If both are used together, the relationship is OR. Selecting multiple sub-options within the same major category is charged once—choose based on your objective and check inventory to confirm the actual flight.
- Content keyword source: LINE uses machine learning to curate keyword bundles around popular themes. Clients target at the bundle level; bundle contents cannot be edited. Multiple bundles can be selected (OR). Different keyword categories cannot be stacked (AND).
- Major targeting categories are combined with AND; adding one category incurs a 20% surcharge. Within a category, sub-options are OR and charged once.
- Content categories: the groupings above are recommended bundles; you may select items individually as needed. Some special categories are not targetable in specific period. (e.g., NBA, CPBL, Golden Melody/Golden Bell/Golden Horse Awards, Lunar New Year). Please contact LINE Sales.
- Sensitive topic exclusion: targets the full set of six topic dimensions (not separable).
- Ads rotate by default. During project or reserved takeovers, delivery will be skipped for those time periods.

Content Keyword Targeting — a cross-category content targeting approach

With Content Keyword Targeting, the system scans TODAY article titles and body text before serving ads. Ads will appear only on pages that contain terms from the selected keyword bundle.



Notes:

- * The example terms are high-relevance keywords curated via machine learning for each theme. For full bundle terms, see Appendix: Content Keyword Targeting – Keyword List.
- * This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.
- * Using this targeting requires a 20% surcharge and an inventory check to confirm deliverable volume during the flight.
- * Content categories and content keyword are treated as one targeting criterion; if both are used, the relationship is OR. Multiple sub-options within the same major category are charged once.
- * Clients target at the bundle level; bundle contents cannot be edited. Multiple bundles can be selected (OR). Different keyword categories cannot be stacked (AND).
- * Detection is limited to the TODAY article title and body text; modules such as "more related articles / continue reading / view more" below the article are not included.

Keyword Targeting Success Story:

Click performance boosted UP!

CheongKwanJang

Targeted keyword pack:
Gifting

CTR
+22%



UNIQLO

Targeted keyword pack:
Shopping deals

CTR
+13%

Notes:

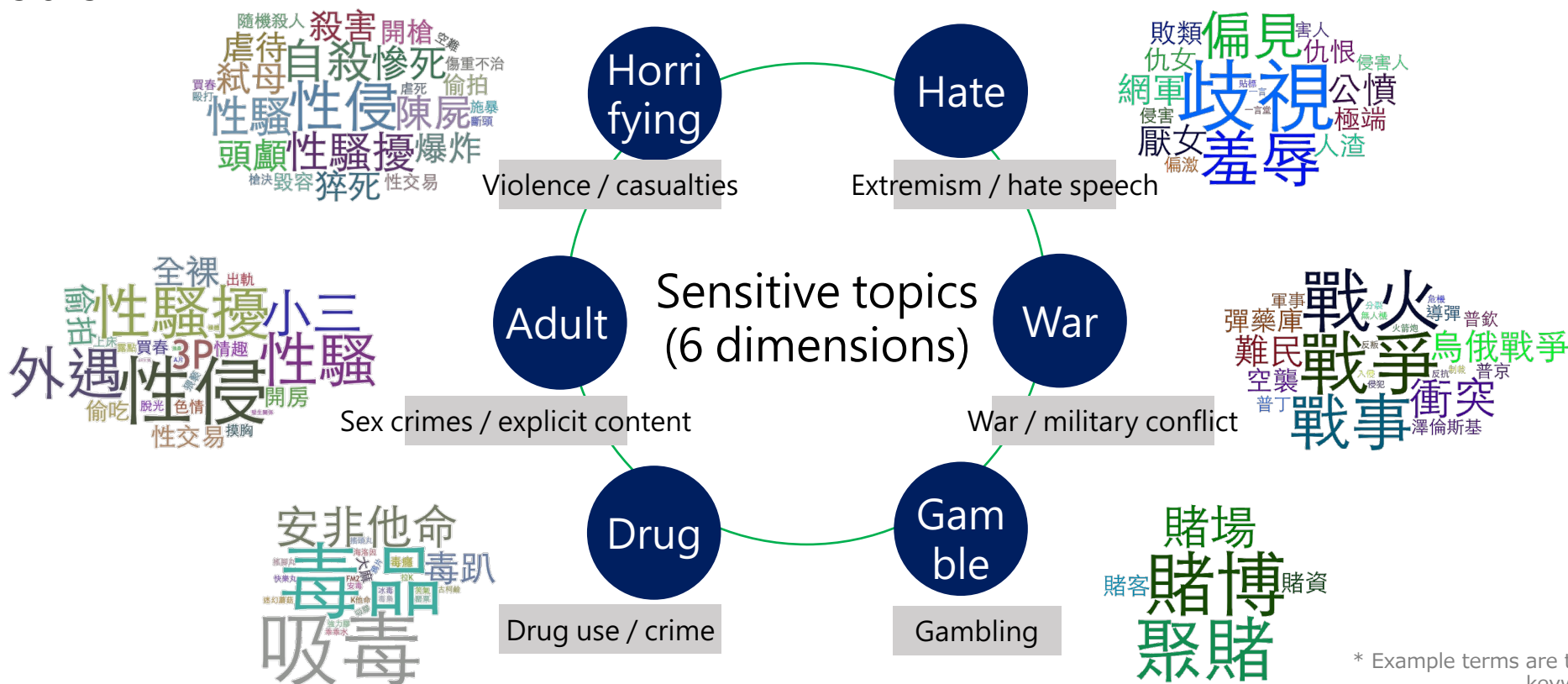
* The case study uses Scroller Ad. Images are for illustration purposes only. Results are for reference only and not guaranteed. Actual performance may vary.

* This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.

* Keyword detection is performed automatically by the TODAY system... Detection is limited to the TODAY article title and body text; modules such as "more related articles / continue reading / view more" below the article are not included.

Exclude sensitive topics to protect your brand safety

Sensitive Topic Exclusion uses automated text detection to scan TODAY article titles and body text before serving ads. Ads will appear only on non-sensitive pages. This option excludes six topic dimensions:



* Example terms are the most frequently excluded keywords during product testing. Sensitive Topic Exclusion includes, but is not limited to, the example terms above, and the system updates exclusion keywords regularly.

Notes:

* This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.

* Using this targeting requires a 20% surcharge and an inventory check to confirm deliverable volume during the flight...

Detection is limited to the TODAY article title and body text; modules such as “more related articles / continue reading / view more” below the article are not included in the exclusion scope.

LINE

Appendix

Creative Specifications

Material Specifications

Material Specs

- For actual submission specifications and safe areas, please refer to the onboarding data sheets on the LINE Biz Solutions website: <https://tw.linebiz.com/download/line-guaranteed-ads/>
- Material Rotation: We do not provide services for multi-creative swapping or rotation.
- Landing Page URL: Please provide in https format; parameters are allowed. Only Click third-party tracking URLs are supported; please contact your sales representative for details.
- Materials and Onboarding Forms: Please provide these at least 5 working days prior to the launch date.
- Ad Policies: Please refer to the various product policies on the LINE Biz Solutions website: Biz Solution: <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

Advertising Workflow



* LINE reserves the right to adjust the timeline above.

Ad Setup Completed: Screenshot Example

Name	Targeting	Status ?	Type ?	Start time	End time
Vision Box_Bottom Banner		Ready	Standard Normal	Dec 1, 2025 10:00 AM GMT+8	Dec 7, 2025 10:59 PM GMT+8
Vision Box_Video+Image		Ready	Standard Normal	Dec 1, 2025 10:00 AM GMT+8	Dec 7, 2025 10:59 PM GMT+8

Ad Report Mockup

Bottom Banner + Interstitial ad (Video + Image)

Line item	Date	Line item ID	Total impressions	Total clicks	Total CTR	Start	First quartile	Midpoint	Third quartile	Complete	Completion rate
Vision Box_Bottom Banner	2025/11/19										
Vision Box_Bottom Banner	2025/11/20										
Vision Box_Video+Image	2025/11/21										
Vision Box_Video+Image	2025/11/22										
Total											

Bottom Banner + Interstitial ad (Only Video)

Line item	Date	Line item ID	Total impressions	Total clicks	Total CTR	Start	First quartile	Midpoint	Third quartile	Complete	Completion rate
Vision Box_Bottom Banner	2025/11/19										
Vision Box_Bottom Banner	2025/11/20										
Vision Box_Video	2025/11/21										
Vision Box_Video	2025/11/22										
Total											

Bottom Banner + Interstitial ad (Only Image)

Line item	Date	Line item ID	Total impressions	Total clicks	Total CTR
Vision Box_Bottom Banner	2025/11/19				
Vision Box_Bottom Banner	2025/11/20				
Vision Box_Image	2025/11/21				
Vision Box_Image	2025/11/22				
Total					

Note:

- This is a report mockup; please refer to the actual report format you receive for the final layout.
- The bottom banner image and the interstitial ad are provided as two separate line items.
- Clicks refer to external click-throughs.

Appendix

LINE TODAY Ads Impression Audience – Overview

Supported products:

- Masthead Ad
- Immersive Ad
- Billboard Ad
- Scroller Ad
- In-read Ad
- Pre-roll
- Backdrop Ad
- Vision Box Ad

LINE TODAY Ads Impression Audience – LAP Retargeting

Pre-launch preparation

- From the LAP ad account that will be used for the audience (LINE Tag in Official Account / Business Manager is also supported), copy the “Image Tag URL” part from the LINE Tag below.
- How to get the “Image Tag URL” : The following is a full LINE Tag base code. The “Image Tag URL” is the **green-highlighted** snippet. Use this URL as the third-party impression tracking URL when submitting this TODAY Ads campaign.

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){
  g._ltq=g._ltq||[];g._lt=g._lt||function(){g._ltq.push(arguments)};
  var h=location.protocol==='https:?'https://d.line-scdn.net':'http://d.line-cdn.net';
  var s=d.createElement('script');s.async=1;
  s.src=o||h+'/n/line_tag/public/release/v1/lt.js';
  var t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(s,t);
})(window, document);
_lt('init', {
  customerType: 'lap',
  tagId: 'b323ec55-4368-46a4-aae6-411dd2b97ca3'
});
_lt('send', 'pv', ['b323ec55-4368-46a4-aae6-411dd2b97ca3']);
</script>
<noscript>
  
</noscript>
<!-- End LINE Tag Base Code -->
```

- Do you need to modify the code?
 - If you do not need to separate different website-traffic audiences, submit the Image Tag URL as is (no modification).
 - If you want to distinguish this campaign’s exposed audience from other website-traffic audiences, modify **parameters** before submission.
 - Example Image Tag: https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1
 - How to modify:
 - “e=cv” is fixed—copy and use as is.
 - For “d0=test1”, replace “test1” with your custom event **name (≤20 half-width alphanumeric characters)**.
 - “d0” is a fixed parameter and must not be changed.

LINE TODAY Ads Impression Audience – LAP Retargeting

Post-launch: recommended steps to build audiences in LAP

- In LAP, go to “Audiences” and create a new “Website Traffic Audience”. Filter using the steps below, set the lookback window, and wait ~ 24 hours to build the LINE TODAY Ads impression audience. You can then run retargeting in LAP.
- Step by Step :
 1. Create a **Website Traffic Audience** in LAP.
 2. Audience settings when creating:
 - If you do NOT need to separate different website-traffic audiences: select “All website visitors”.
 - If you need to distinguish this campaign’s exposed audience from other website-traffic audiences: follow the method on the previous page. Select “People who visited event page” and choose the corresponding event to build the Website Traffic Audience that includes the LINE TODAY Ads exposure audience. (Note: the custom event appears in the dropdown only after at least one impression has occurred, so we recommend setting it after the flight starts.)
- Notes:
 - The audience size shown in LAP is an “estimated size” (estimated audience reach for LAP) and uses a different definition than impressions in LINE TODAY Ads reports.
 - This method uses the LINE Tag as the third-party impression tracking URL. Each LINE TODAY Ads campaign can set only one third-party impression tracking URL. For example, if you use DAR, you cannot also submit the LINE Tag Image Tag.
 - Please verify the syntax before submission. LINE will only assist with setup and will not rewrite parameters.

受眾名稱	受眾類型	預估規模
7day_customevent_test1	網站流量受眾	3,034,200

[Audiences](#) >

New Web Traffic Audience

General information

Audience name

Web Traffic Audience: 202512211754

34/120

LINE tags

LINE Ads

LINE tag from this ad account

Edit

People who

People who visited event page

Event

test1

轉換

test1

Data retention period

LINE TODAY Ads Impression Audience – Code Rewrite Check

✓ When you need to separate exposure audiences for this campaign, you must modify the code:

- Modify the orange-highlighted part before submission.

- Example Image tag : https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1

- How to modify :

- "e=cv" is fixed—copy and use as is.
- "d0=test1" replace "test1" with your custom event name (≤20 half-width alphanumeric characters; see the check method below).
- "d0" is a fixed parameter and must not be changed. ;

✓ Self-Check Method:

- In LAP > "Tracking (LINE Tag)" , scroll down to "Custom Event Code" . Paste the "XXX" part of "d0=XXX" into "Custom Event Name" and confirm there are no invalid characters or length issues.

1 Tracking (LINE Tag)

2 Conversion code Standard event code Custom event code

3 Custom event name 0/20

Use custom events to categorize your web pages and track events of your choice. Change the tag's "CustomEvent" to any custom name and add it to your website. You can then select your custom event when creating an audience.
(Your custom event name must be 20 characters or less.) [Custom event code manual](#)

Custom event code [Copy](#)

```
<script>
  _lt('send', 'cv', {
    type: 'CustomEvent'
  }, ['bf3a5b89-c5b6-40db-b060-53909d2c93fd']);
</script>
```

THANK YOU

Interested in TODAY Ads? Contact your LINE sales representative for more details!