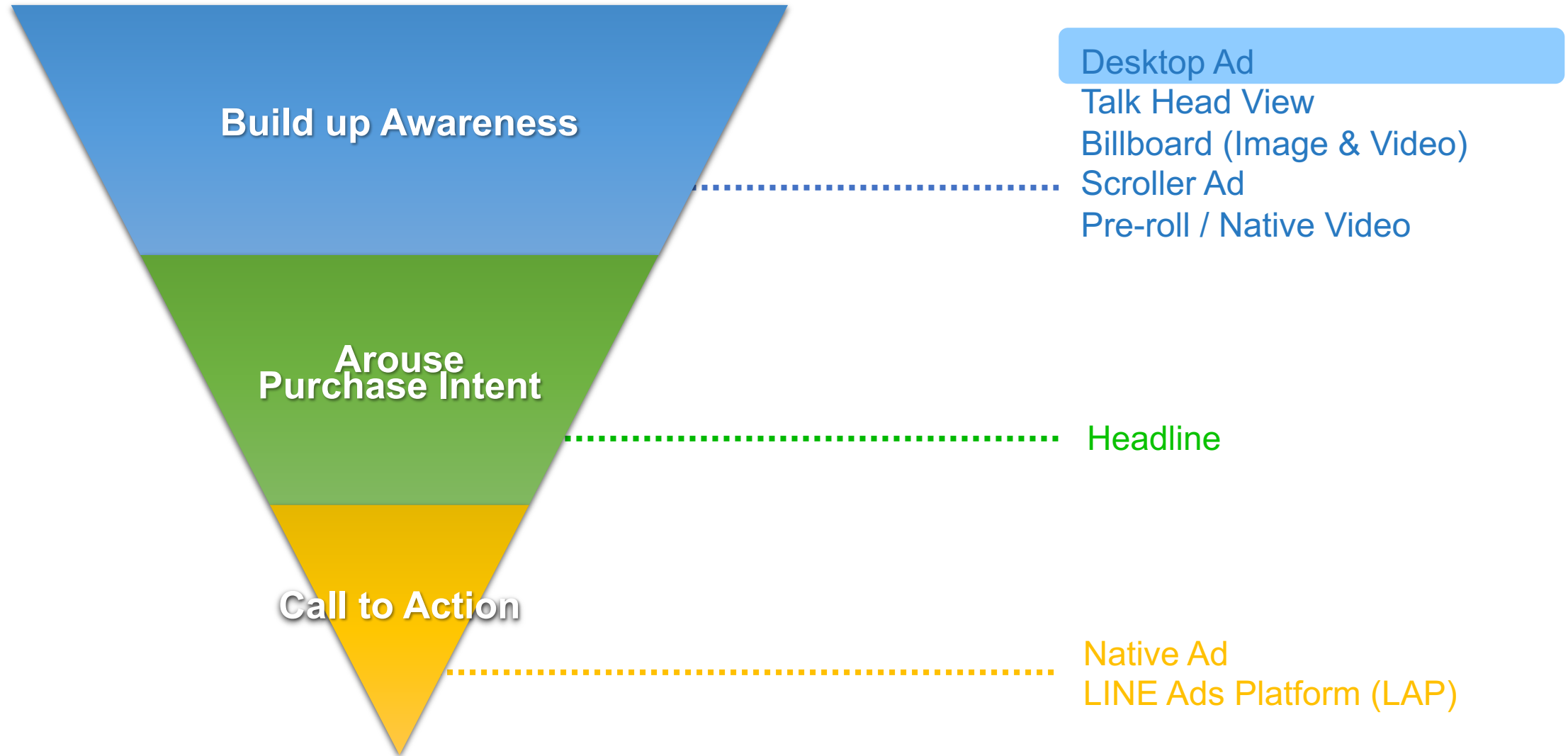


LINE Desktop Ad

LINE Desktop Ad

Corporate Business

LINE Display Ad Total Solution





LINE Desktop App

5 Million
MAU

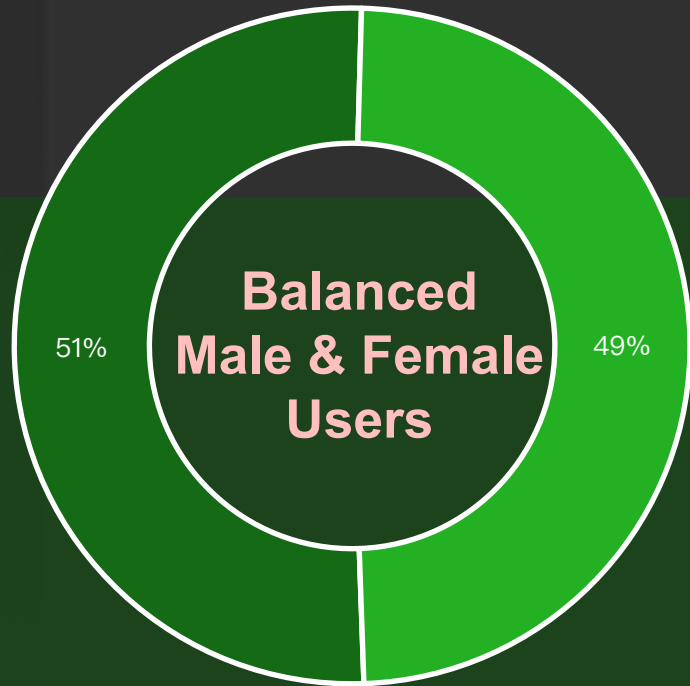
The most commonly used desktop messenger in Taiwan with more than 5 million monthly active users!

Must Item for
Work &
Communication

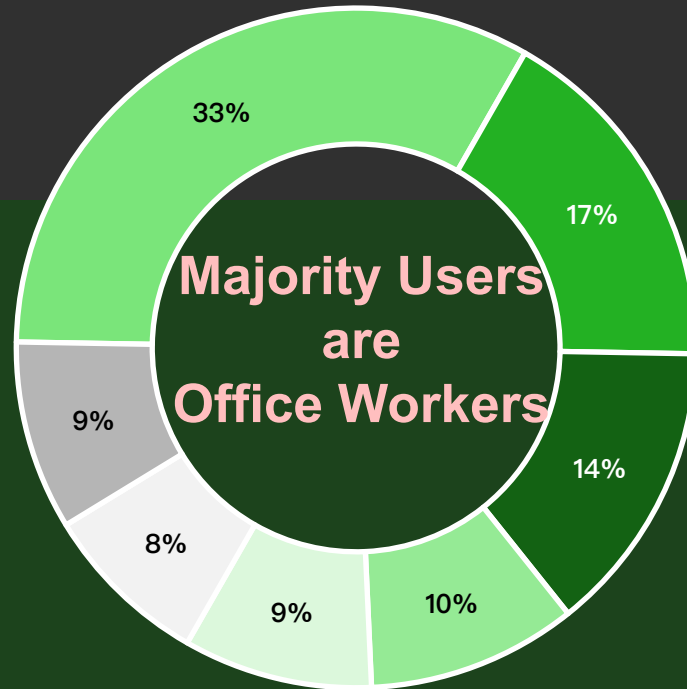
LINE Desktop App has become one of the main messengers for Taiwanese at work other than daily communication

LINE Desktop App USER PROFILE

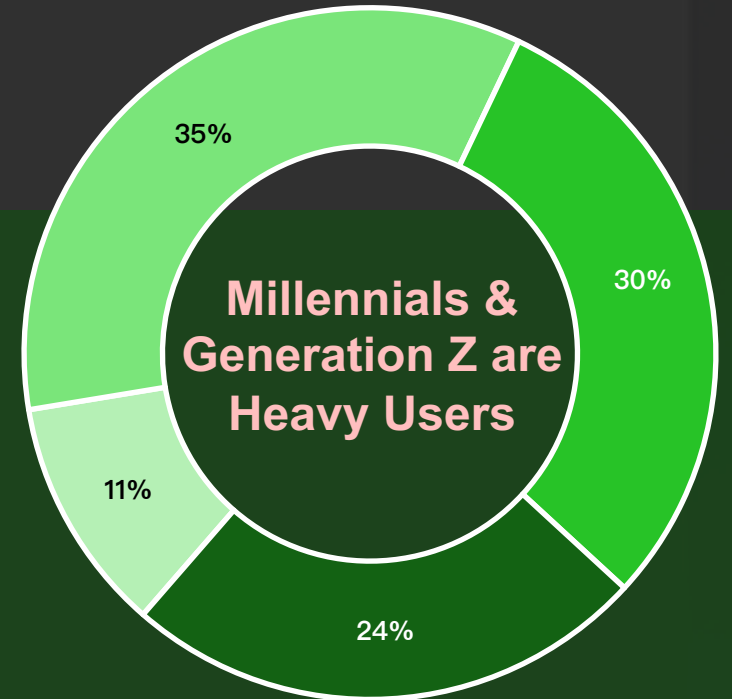
The users of LINE's Desktop App are divided between male and female;
Office Workers age from 20 to 39 are the majority



Male Female



Office Workers
Students
Self-employed and Professionals
Military and Police personnel
Service Industry
Housekeeping



10s 20-29
30-39 40-49

Desktop Ad Competencies



Exclusive Desktop Ad Exposure
The only ad placement for LINE Desktop App



Eye-catching placement in Chatlist
Aggressive ad impression in Desktop App Chatlist



A large amount of single-day All-slot Impression
Estimated visible 20M-30M impressions per day

(Data Sources) Estimated Impression: The impression number is estimated on day & roadblock basis, during weekdays and non-holidays, and is for reference only. The actual delivered impression is subject to the actual ad delivery
Ad delivery on specific days: Monday, Wednesday and Friday, time the Ad goes live: 00:00 – 23:59 (Taiwan time)

Viewable Impression: 100% of the ad is displayed in the window (0 seconds). A single user only counts for 1 impression/click within 10 minutes of viewing an advertisement.

The strongest combination of cross-screen traffic in Taiwan: LINE Desktop Ad + LINE Talk Head View

LINE 's Two Major Traffic Portals

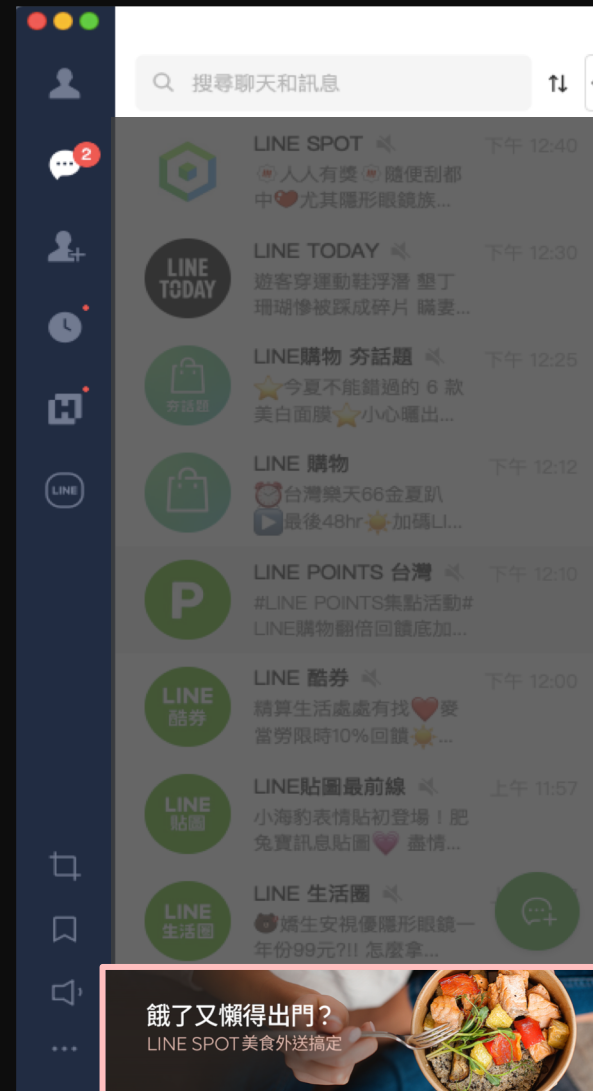
Reach the max impressions in Taiwan

Cross-screen Chatlist Ad

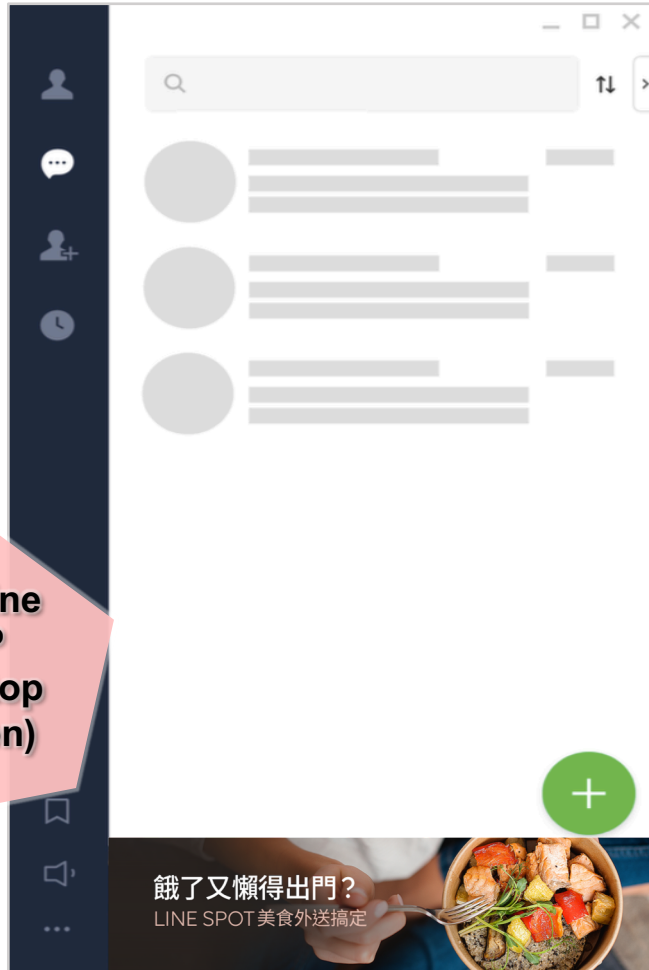
Master different usage scenarios

Max reach for brand promotion

- Talk Head View is only delivered on the LINE Mobile Chatlist, please refer to the Talk Head View Media Guide for applicable versions
- Talk Head View Ad is only available from Monday to Friday, and each Ad runs from 10:00 AM of that day to 09:59 AM of the following day Taiwan time
- Ad Materials must be submitted 7 working days before the date the Ad goes live
- Talk Head View is divided into a single-day maximum reach plan and a guaranteed impression plan. For details on the specifications of each plan, please refer to the Talk Head View Media Guide



LINE Desktop Ad Price List



Single customer exclusive day package version

Specific Dates: Monday, Wednesday, and Friday

The time the Ad goes live: 00:00 – 23:59 (Taiwan time)

Estimated 20M-30M visible impressions / day

The estimated value is for reference only, and the actual impression is subject to the data on the day when the Ad goes live

NTD \$300,000/day (Tax excluded)

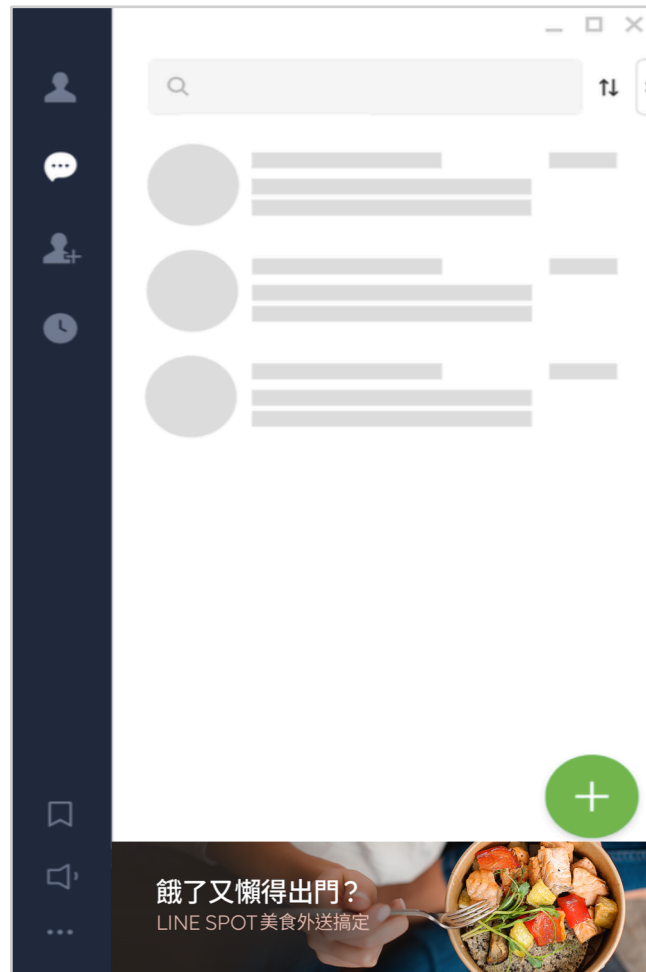
Precautions:

- Ads are only placed on the chat of LINE Desktop 6.3.1 and above (including 6.3.1)
- Viewable Impression: 100% of ad are displayed in the window (0 seconds). A single user only counts as 1 impression/click within 10 minutes of viewing the ad
- Desktop Ad currently does not support the Cross Targeting
- LINE reserves the right to change prices. If there are any changes, notifications will be issued one month before the price change
- Materials cannot be changed during the same Ad Duration
- Movie Ad Creatives cannot be R-rated and must be reviewed by LINE before being submitted
- Gaming Customers need to be reviewed in advance and also need to provide written proposals and images for review
- LINE reserves the right to make the final review and adjustments

Material Specification and Report Presentation

LINE Desktop Ad Description of Ad Style

- The Ad is shown below the chatlist



✘ The captured picture is a mockup

✘ The Ad is delivered to users of LINE Desktop version 6.3.1 and above (including 6.3.1)

LINE Desktop Ad Ad Material Specifications

- The Ad Materials and destination URL should be provided 5 working days before the Ad goes live

Submit Materials	Submission Guidelines
• Image Files	<ul style="list-style-type: none">■ Image FilesFile format: PNG, JPGSize: W1280 × H720 (px)Size of File: less than 10MB
• URL	<ul style="list-style-type: none">■ URL1. Supports Web parameters such as UTM.2. Does not support Deeplink.3. If the URL contains half-width spaces and special symbols, the system will automatically replace them with %.4. Please use the URL form before encoding. Do not use URLs with anchors.5. Do not include Chinese characters in the URL.

LINE Desktop Ad Ad Image Material Production Specifications

Size of Image: W1280 x H720 (px)

- A** Default Display Area W1280 x H338 (px)
- B** Minimum Display Area W1280 x H320 (px)
Please place the focus of the image in this area
- C** Safe Boundaries W110 x H720 (px)
It is the default position of the icon. Please keep this area as clear as possible, and do not use white as the background
- D** Be sure to keep a minimum 4px solid color background on the left and right, the color on both sides must be the same as this color will be used as the extended background-color



※ The captured image is a schematic diagram.

LINE Desktop Ad Schematic diagram of Ad Report

Campaign	190501-190503_LINE Shopping		
base Date	Impression	Click	CTR
2019-05-01	-	-	-
2019-05-02	-	-	-
2019-05-03	-	-	-
Total	-	-	-

※This is a schematic diagram of the report. Please refer to the received report format for the actual version.

Report Items	Description	Detailed Description
Impression	Amount of Impression	100% image visible impression
Click	Clicks	The number of clicks on the destination URL
CTR	Click Rate	Click ÷ Impression

- The Ad is delivered to users of LINE PC version 6.3.1 and above (including 6.3.1)
- The report will be provided within 3 working days after the Ad Duration ends
- [Viewable Impression: 100% of ad are displayed in the window \(0 seconds\). A single user only counts as 1 impression/click within 10 minutes of viewing the ad](#)

Industry and Product Publication Standards

Advertising Regulations and Publication Standards

Enterprise, Industry, and Product Review

Reviewed according to “Industry and Product Publication Standards.” (Please refer to pages 15-16)
Landing Page and materials must be reviewed.

Ad Presentation and Material Review

Reviewed according to the “Ad Presentation Instructions and Restrictions.” (Please refer to pages 17-18)

Please be sure to abide by relevant laws and regulations, and various industry regulations.

LINE has established the “Notice and Restrictions on the Presentation of Ads” in order to avoid legal risks and protect users.

Industry and Product Publication Standards

Prohibited Industries and Products

- Contact lenses (not applicable to this Ad Space because they need to comply with the area requirements of the legal warning labels)
- Consumer Finance (only available to bank brands and promotion of credit cards, please refer to P18 for credit card slogan regulations)
- Related to Religion (Related to exorcism, spirit medium, shrines and temples)
- Products and services that are promoted by inferring or taking advantage of one's sense of inferiority (Some exceptions)
- Health Food Products (some exceptions)
- Beauty and Salon
- Gambling related (including gaming software), Pachinko (except for some public enterprises)
- Adult Products and Services (Sexual products and services targeted at adults, sexually suggestive products and services, products and services that violate the protection and development of juveniles such as child erotica, and impotence-related food or drugs, etc.)
- Dating Services
- Pyramid MLM, Multi-level Direct Marketing
- Credit Investigation Services
- Hourly House-cleaning, Nursing Services
- Tobacco products, electronic cigarettes
- Feminine Products (Contraceptive products, female basal thermometers)
- Weapons, Drugs
- Political parties and political organizations that do not comply with the relevant regulations for political parties
- Public welfare organizations, NPO/NGO, aggregate corporations
- Sales of Human Organs
- Funeral Industry
- Medical systems, aesthetic medicine, and cosmetic surgery institutions, whitening (referring to medical behavior and food), hospitals, clinics, websites related to specific diseases or health information
- Loan-related
- Medicines (some exceptions)
- Investment in Real Estate
- Financial Investment, Foreign Exchange
- Crowdfunding
- Auctions, bidding involving bidding models
- Forums
- Information Comparison sites
- Point-related Websites (Websites focusing on collecting points exchange services)
- LINE Competitors
- Transnational Marriage Matchmaking
- Pawnshops
- Restricted Gaming Software

Industry and Product Publication Standards

Restricted Industries and Products

Advertising and Promotion of R-rated Movies

- Must comply with relevant laws and regulations - the review and classification of films and their Ads, and the use of advertising materials
- The contents of the Ad Materials should conform to the contents of the film, should be suitable for viewing by the general audience, and must not have one of the following circumstances:
 1. Violation of legally enforced or prohibited regulations.
 2. Involves sex, violence, terror, blood, or other threats of adverse effects on the behavior or psychology of children or juveniles.

Cosmetics

- Must comply with relevant regulations, for example: Statute for Control of Cosmetic Hygiene.

Alcoholic Products

- It must comply with relevant laws and regulations. The relevant warnings shall be published in a continuous and independent area that takes up 10% of the page, and the font area cannot be less than one-half of the background for the warning.

Consumer Finance - Credit Cards

- It must comply with relevant laws and regulations. The credit card slogan must occupy one-thirteenth of the page, and the font size must be 45pt or larger.

Notices and Restrictions on Ad Presentation - 1

Please be sure to abide by relevant laws and regulations, and various industry regulations.

LINE has established the following regulations related to the presentation of Ads to avoid legal risks and protect users.

Landing Page and Materials must be reviewed in advance.

Ad content that can easily confuse or mislead users into thinking that there is a cooperation with LINE

is prohibited from using LINE's logo, characters, services, or other content without permission and authorization, as it will confuse or mislead users into thinking that this Ad has a cooperative relationship with LINE.

If you use LINE or related logos, it is prohibited to use these logos as part of the article or as the advertising background. LINE will also review the use of trademarks.

Please refer to the LINE Logo Related Specifications: <https://line.me/en/logo>

Landing Page Restrictions

- It is forbidden to connect to web pages that are not directly related to the contents of the Ad.
- It is forbidden to connect to pages in the form of blogs.

Any landing page that cannot be browsed or opened on a computer device is prohibited

Please make sure that the linked webpage works normally on a computer device. In addition, the text on a webpage that is too small, too difficult to read, or the image exceeds the webpage and results in the image being incomplete will cause the review to fail.

Ad Horizontal Banner Area

The LINE Headline MVP Ad (PC version) Horizontal Banner should be 1280 pixels x 338 pixels or 1280 pixels x 320 pixels according to the user's LINE PC version window size.

After the user adjusts the window size, the generated complementary colored background does not count towards the aforementioned LINE Headline MVP Ad (computer version) Horizontal Banner area.

Content that may make users feel uncomfortable or offensive are prohibited

Excessively revealing pictures (※1) and content that may make users feel uncomfortable or offensive (※2) are prohibited.

※1 Images with individuals wearing swimsuits or underwear that isn't related to the Ads, or pictures that are too sexually appealing or revealing are prohibited.

※2 Tainted, discriminative, personal attacks and violence, violence, horror, indecent text, and other presentation methods that may be associated with anti-social behavior are prohibited.

False Advertising is Prohibited

- It is forbidden to mislead users into believing that this product or service has a better discount or quality than in reality.
- It is forbidden to exaggerate or involve guaranteed content.

Notices and Restrictions on Ad Presentation - 2

Please be sure to abide by relevant laws and regulations, and various industry regulations.
LINE has established the following regulations related to the presentation of Ads to avoid legal risks and protect users.

Landing Page and Materials must be reviewed in advance.

The use of premium adjectives and sentences is prohibited

The use adjectives and sentences such as “first,” “champion,” “maximum,” and “largest” are prohibited. If any premium adjectives and sentences are used in any materials or proposals, they need to be supplemented with relevant data, surveys, and other sources of information with notes. Otherwise, such adjectives and sentences should be avoided.

Refers to, emphasizes efficacy or involves changes in physical appearance

- It is prohibited from declaring or emphasizing the efficacy of the drugs except for approved drugs (including drugs and medical equipment).
- It is forbidden to comparative images and texts before and after use.

Comparative Content

Regardless of whether the business, product, or service has been specified for a comparison, comparative content shall not be presented in any form.

Gaming Software Rating Label

The Ad Materials of the gaming software should be clearly marked with the Rating labels; except for the R-rated Label cannot be smaller than 50 pixels by 50 pixels, the mark of the other Ratings cannot be smaller than 45 pixels by 45 pixels.

However, for Ads that cannot be marked due to their small size or special nature, they should be marked with words instead: PG-15, PG-12, PG, and G-rated.

Third-party infringements are prohibited

Advertising content is prohibited from infringing the rights of any third party, including portrait rights, trademarks, or other intellectual property rights related norms. If third-party contents are used, please submit relevant supporting documents.

Use of the App Store or Google Play Logo

If you use the App Store or Google Play logos, the Landing page must be the App's download page.

In addition to the aforementioned specifications, the company reserves the right to refuse your Ad to protect users.

THANK YOU

LINE reserves the right to change the aforementioned Advertised Products. Please contact your salesperson or partner agents for the latest version of the regulations.