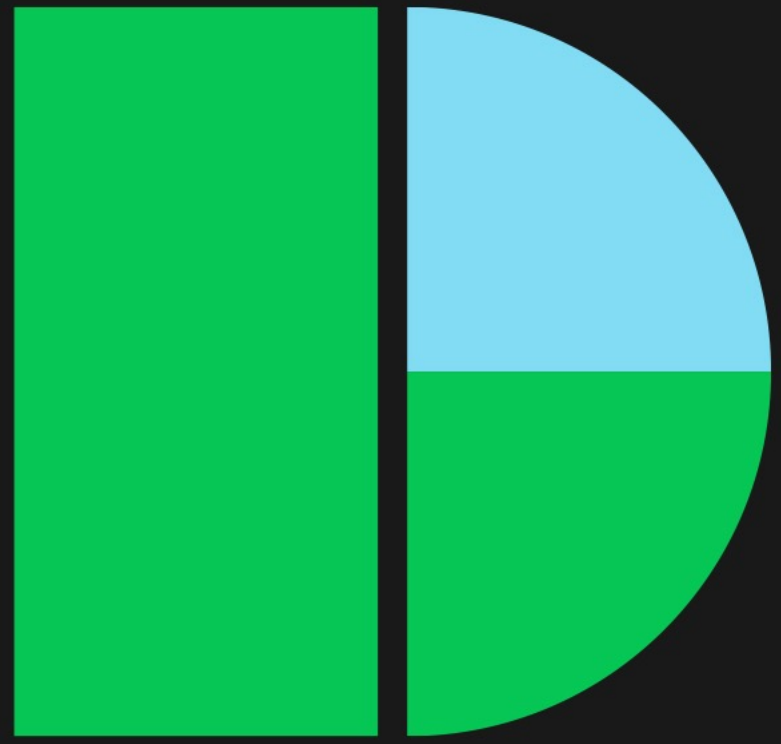
LINE Biz - Solutions

LINE TODAY Masthead Ad

2026 Sales Kit



LINE

LINE TODAY

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

180M+ Monthly Active Users

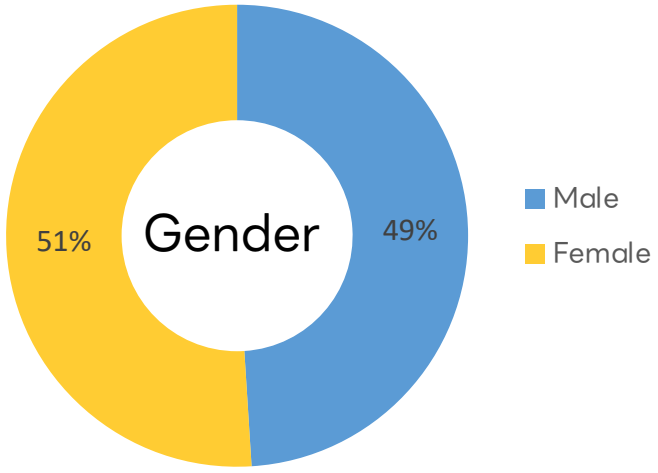
600+ Partners

3000+ new contents per day

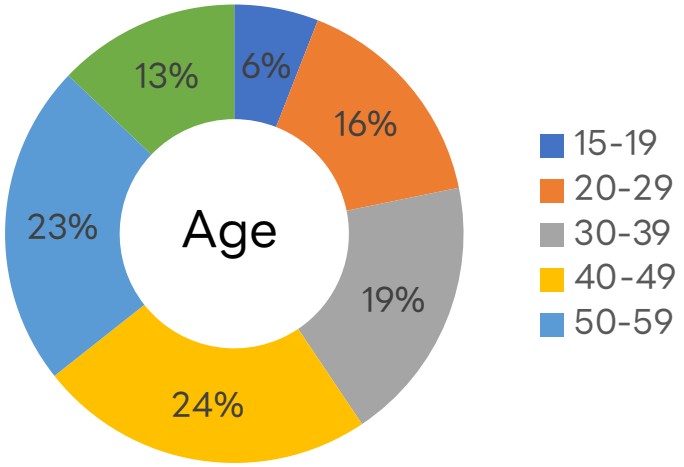
LINE TODAY Audience Profile

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

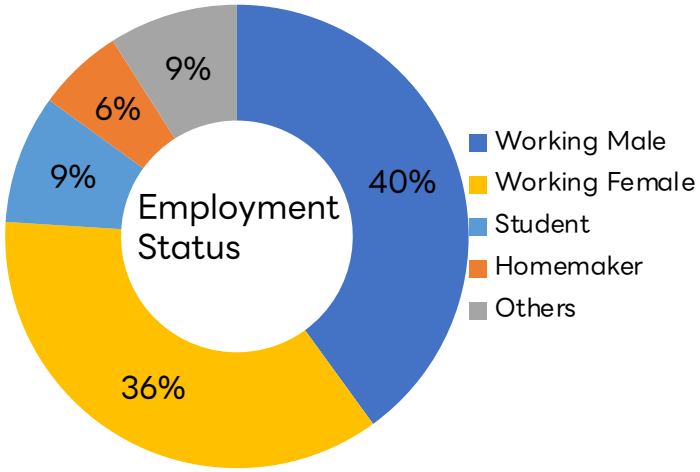
Female 51% : Male 49%



Ages 30–59 (core consumers): 66%

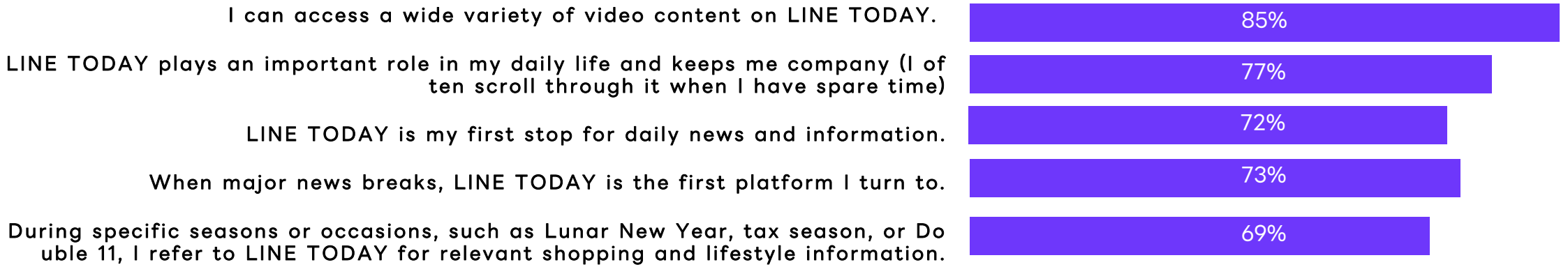


Working population: 76%



Source: Nielsen 2024 LINE Usage Behavior Study
Base: LINE TODAY users aged 15–69; N=669; weighted population: 9,928K

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



61% Users notice ad messages on LINE TODAY

56% Content on LINE TODAY can spark purchase intent

Source: Nielsen 2024 LINE Usage Behavior Study
Base: LINE TODAY users aged 15–69; N=669; weighted population: 9,928K

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

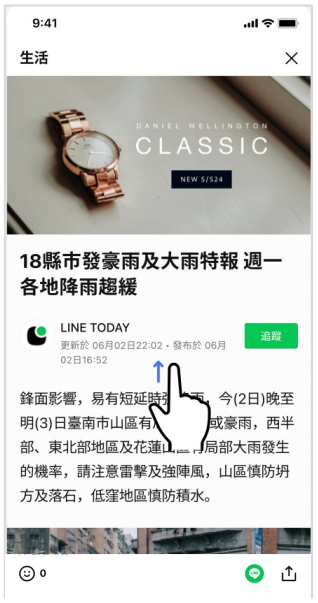
Home (Focus tab)

Masthead

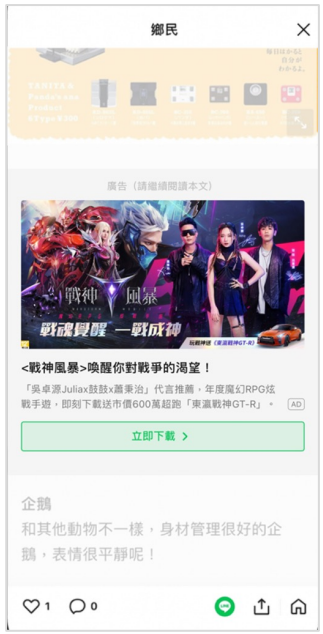
Billboard Ad

Article / Video pages

Scroller Ad



In-read Ad



Backdrop Ad

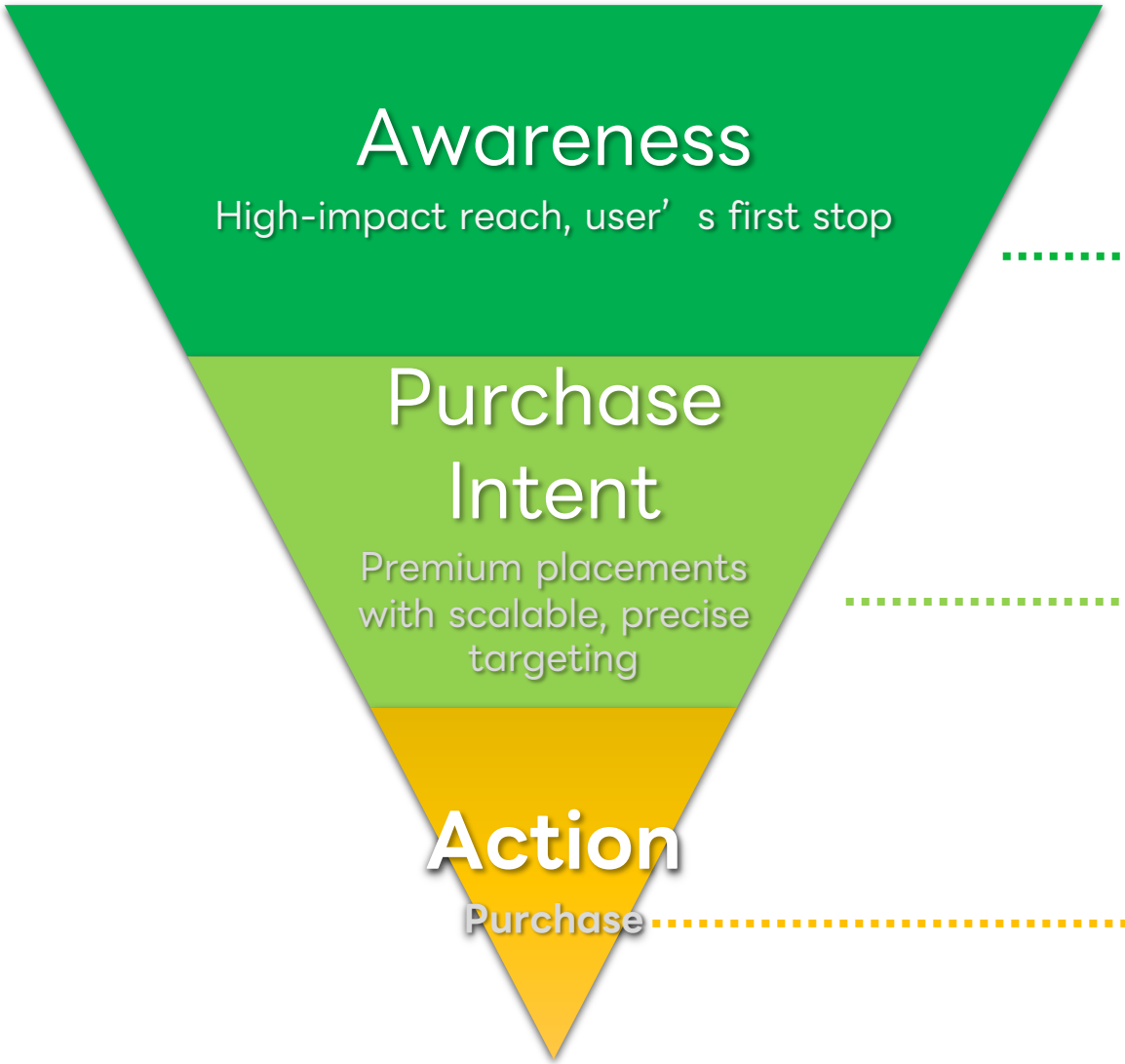
Pre-roll Ad

Branded content

Headline

OA Push

Recommended Campaign Objectives for LINE TODAY Ads



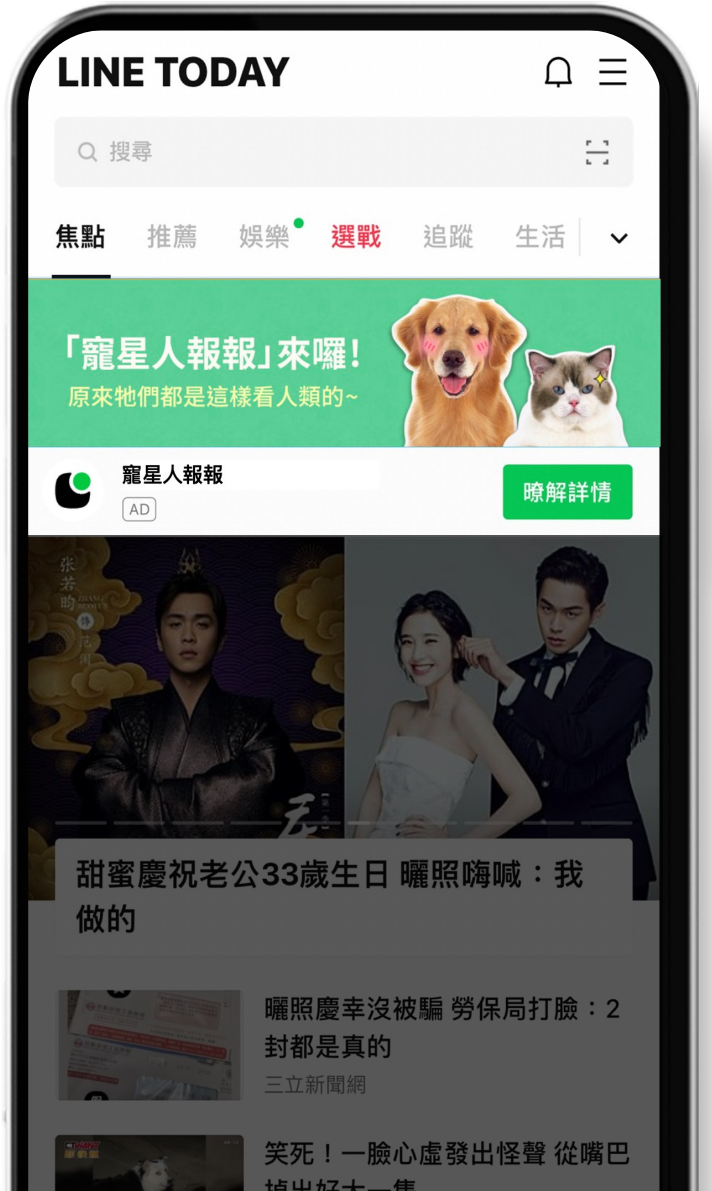
	Video	Image
Awareness		Home Top – Masthead
		Home – Billboard
		Article – Scroller Ad
Purchase Intent		Article – In-read Ad / Backdrop Ad
	Video – Pre-roll	
		Home Branded Content – Headline
Action		Run of Network – LAP

LINE

Masthead Ad – TODAY Frontline

Maximum single-day reach on the news platform homepage, capturing audiences across Taiwan who are actively seeking news!

- News Homepage Exclusive Placement
- Premium Display High-impact Visibility
- Up to 4 million maximum daily reach



Note: The layout shown is for reference only. As LINE TODAY continuously optimizes the content experience, a portion of users may see slight variations in the interface. To enhance user experience, LINE TODAY reserves the right to adjust content layouts, category page names, and focus page names. Actual presentation is subject to the live layout.

TODAY Masthead Ad – Sales Model and Rate Card

Models	Maximum Single-Day Reach	Time-Slot Takeover	3M Impressions Guaranteed
Target	Maximum unique reach	Short-Term High Impact Takeover	Three-Day Continuous Exposure Campaign
Scenarios	■ New brand launches or product premieres ■ Special occasions: Major holidays or events	■ Limited-time events, flash promotions ■ Movie or concert ticket launches, game openings, etc.	■ Mid-term promotions, brand warm-up, or extended campaigns
Delivery Spec	■ Campaign duration: 10:00 AM on the launch day to 9:59 AM the following day (24hours) ■ During the campaign period, each user visiting TODAY’ s homepage will see the ad once only ■ Campaigns runs on weekdays only	■ Exclusive 3-hour full takeover ■ Ad slots: 12:00-15:00, 15:00-18:00, or 18:00-21:00 (select one)	■ Duration: 3 consecutive days (72 hours) ■ Ad start time: Fixed at 10:00 AM Example: Sep 1(Mon) 10:00 AM to Sep 4(Thu) 9:59AM (72 hours) ■ Campaigns starts and ends on weekdays only
Estimated Impressions	■ Estimated unique reach (impressions): 3.2M-3.9M (for reference only, not guaranteed)	■ Estimated impressions: 2.2M-4M (for reference only, not guaranteed)	■ Guaranteed impressions: 3M
Price	NTD 600,000 per campaign	NTD 550,000 per campaign	NTD 300,000 per campaign

Notes:

* The Breaking News section above the Masthead Ad is managed editorially and its appearance cannot be guaranteed. Please be advised.
* The estimated reach for “Maximum Daily Reach” and the “3-hour Full-Page Takeover” are for reference only and are not guaranteed. Actual impressions will be based on the data on the launch day.
* Ads are served on mobile devices only. Layouts are for reference; ad presentation may adjust the background color according to the device’ s dark or light mode settings. Final appearance is subject to the live version.
* All prices are in NTD, excluding tax. LINE reserves the right to adjust pricing.
* Creative assets must be provided at least 5 business days before the campaign start date.

LINE

Brand Lift Survey (BLS) x LINE TODAY Ads

Quantify brand impact and validate ad effectiveness

TODAY Ads Flight

Split audiences into "Exposed" vs. "Control" groups

Run a 2-week Brand Lift Survey on LINE TODAY

Collect enough survey responses

Deliver the Brand Lift report

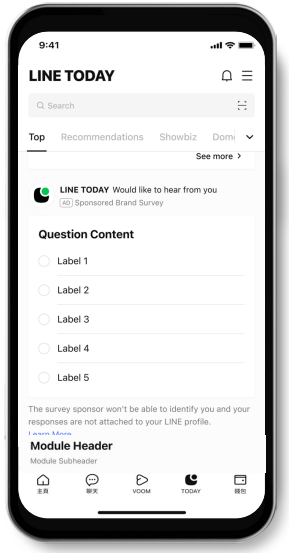
0 — 1 — 2 — 3 — 4

Saw brand ads

Exposed group

Did not see brand ads

Control group



Collect survey samples

* To achieve 95% confidence with a ±3% margin of error, at least 1,056 valid responses are required for both the Exposed and Control groups.

LINE BLS – Eligibility & Thresholds

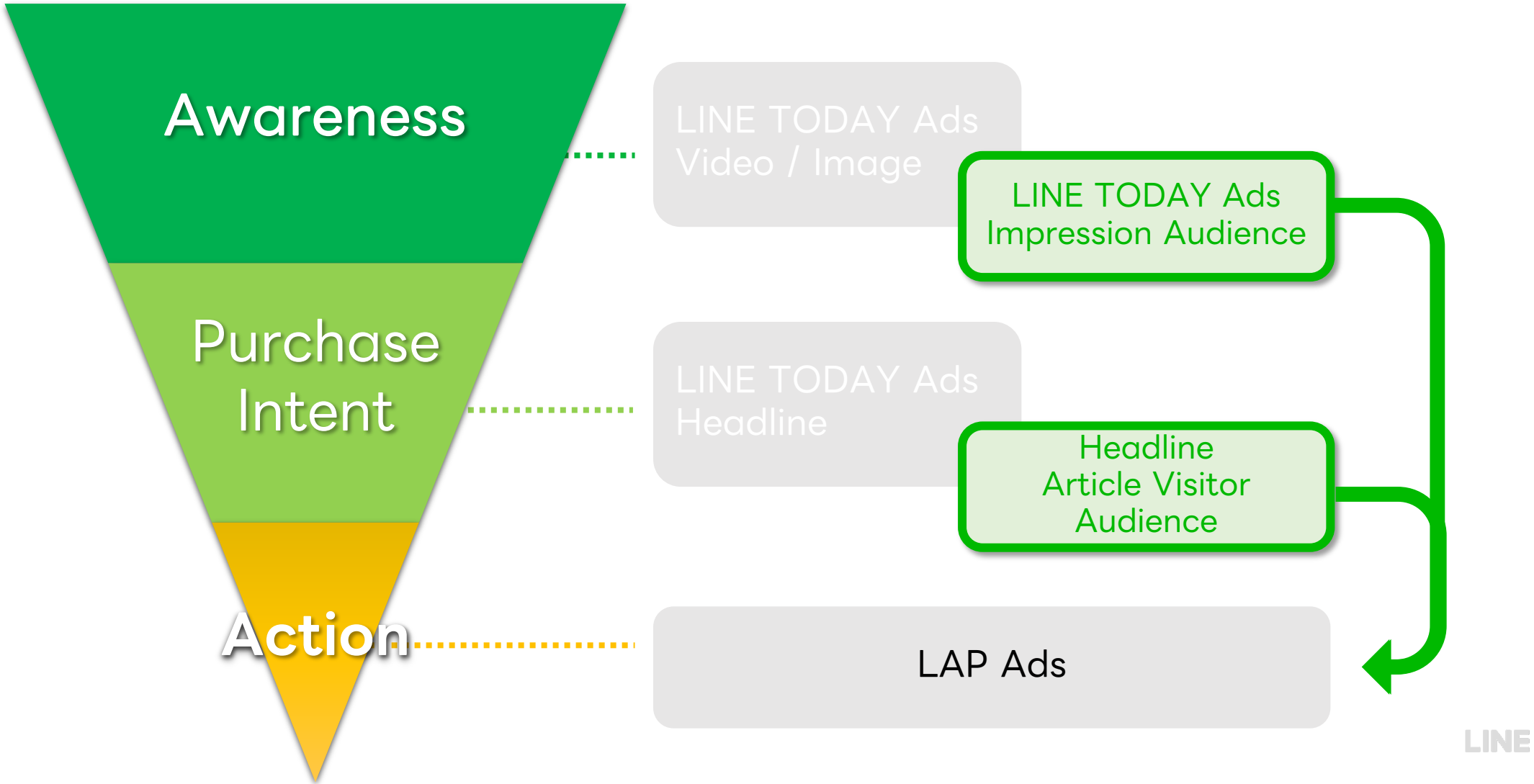
1. In the past 12 months (excluding the current IO), advertisers must have purchased LINE Display Ad guaranteed products (including sales package) totaling NT$1.5M (ex-tax) or more to be eligible for LINE BLS.
2. If a single TODAY Ads product meets the spend threshold, you may use LINE BLS with the corresponding number of questions.
(Note: if you run BLS using MVP audiences, you must also meet TODAY Ads BLS spend requirements. See the BLS Sales Kit for details.)

Single product* Spend threshold (pre-tax)	Max # of questions	Eligible products for BLS
NTD 400,000	1 question	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 500,000	1–2 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image, Masthead
NTD 600,000	1–3 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 700,000	1–4 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Preroll
NTD 800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Guaranteed Impressions, 2-week targeting)
NTD 1,500,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Maximum Reach)
NTD 1,800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP Full Star

For details, please refer to the LINE BLS Sales Kit or contact your LINE sales representative.

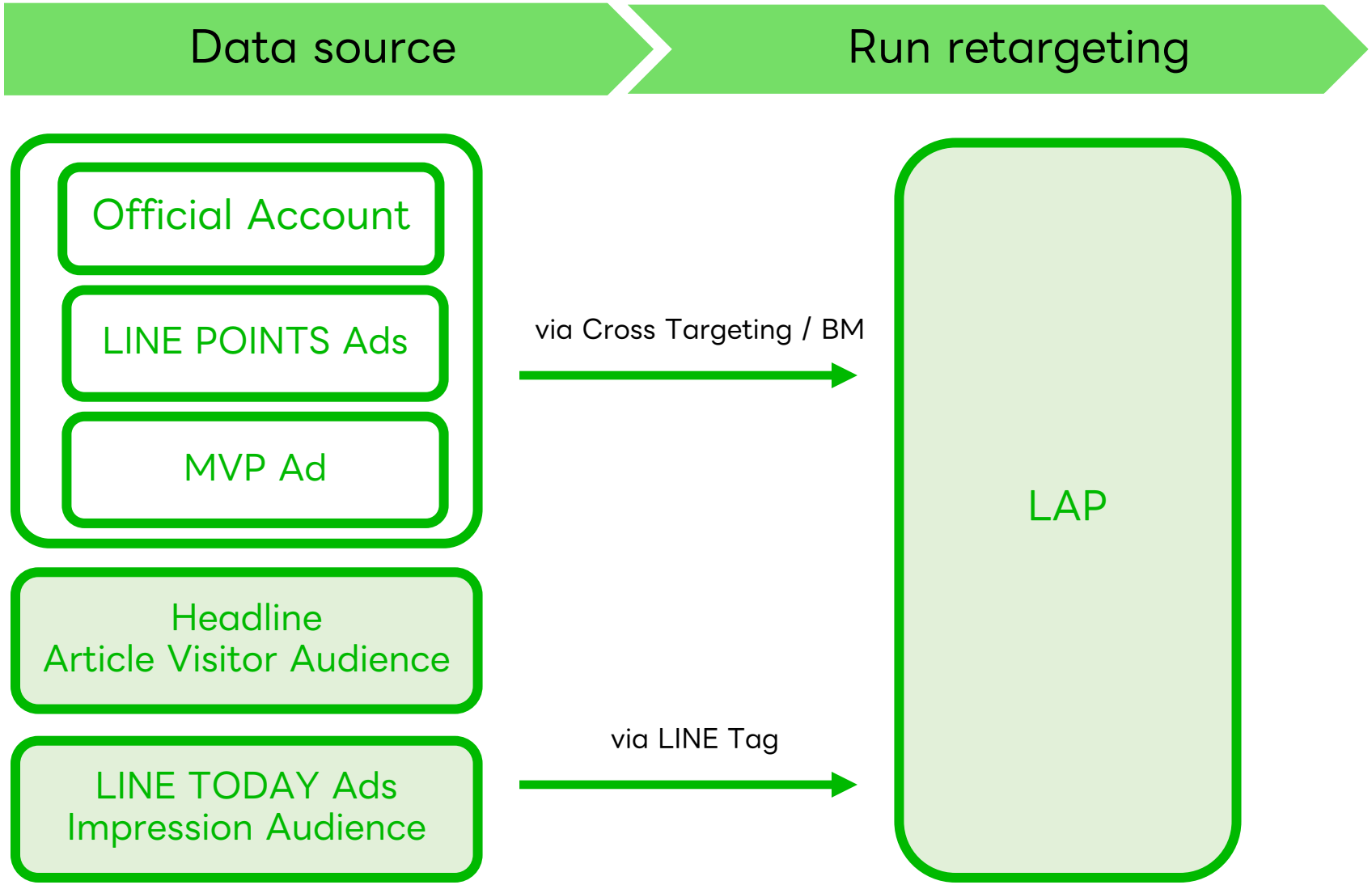
* "Single product" = one eligible ad product used within the same campaign.
* Guaranteed Display Ad products include: TODAY Ads, Mobile/Desktop MVP, OpenChat Popup, Wallet Pop-up, VOOM ImpactView, LINE Beacon Network.

From Branding to Performance—amplify results with retargeting on LINE TODAY



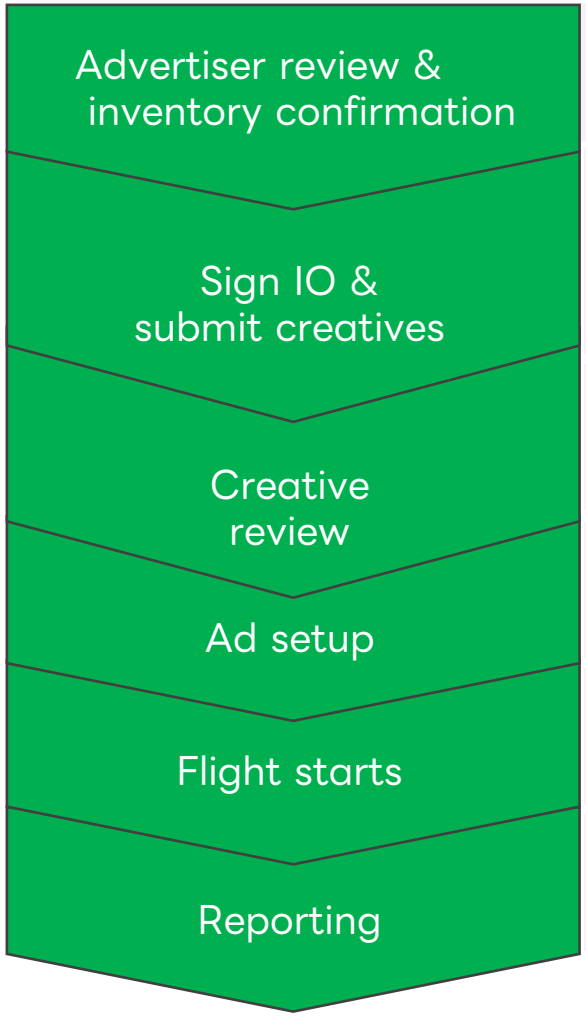
* For full feature description and how-to, see Appendix

LINE TODAY Ads – Retargeting Audiences via LINE Tag



* For full feature description and how-to, see Appendix

Advertising Workflow



- Advertisers must comply with the industry and ad policy
- Actual inventory is based on availability at the time of ad setup.

- Please sign and return the IO before ads can go live.
- Follow creative production and ad policy requirements.
- Submit creatives 5 business days before the flight start date.

- Ads go live according to the scheduled time.

- Reports will be automatically emailed daily during the flight.

* LINE reserves the right to adjust the timeline above.

For the latest submission specs, refer to submission form online:
https://tw.linebiz.com/download/line-guaranteed-ads/

Ad policy: https://tw.linebiz.com/terms-and-policies/ads-policies-2/

Ad setting completed: sample screenshot

Name	Status	Type	Priority	Start time	End time
Masthead ID: 4718035650 Responsive Banner Direct	Ready	Standard Normal	8	Jul 1, 2018 10:00 AM CST	Jul 8, 2018 10:59 PM CST

Sample Report

Masthead Maximum Single-Day Reach / Time slot takeover

Line Item	Total impressions	Total clicks	Total CTR

Guaranteed impression

Date	Line Item	Total impressions	Total clicks	Total CTR

* 此為報表示意圖，實際版型請以收到的報表格式為主。

Appendix

LINE TODAY Ads Impression Audience – Overview

Supported products:

- Billboard series
- Scroller Ad
- In-read Ad
- Pre-roll
- Backdrop Ad
- Masthead Ad

LINE

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>
  <img height="1" width="1" style="display:none"
       src="https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=pv&noscript=1" />
</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.

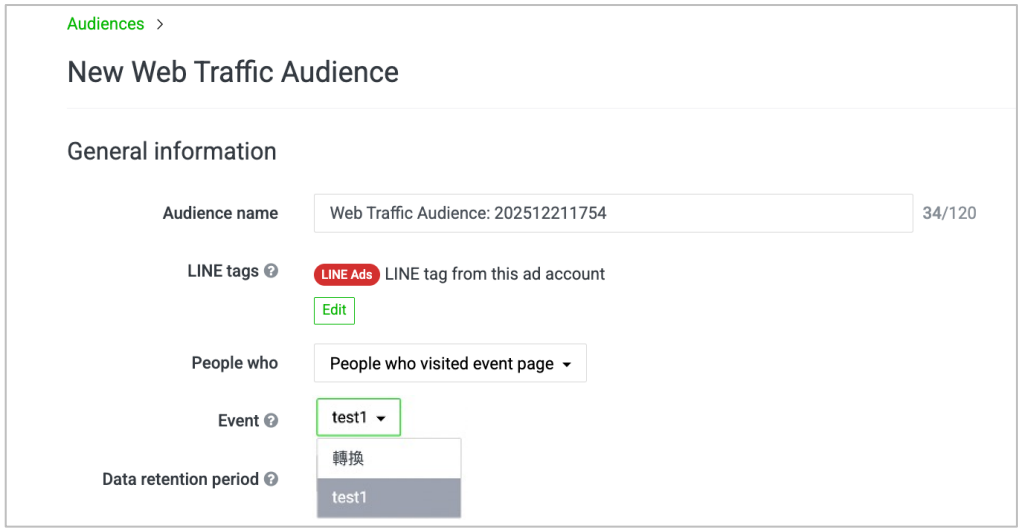
LINE TODAY Ads Impression Audience – LAP Retargeting

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

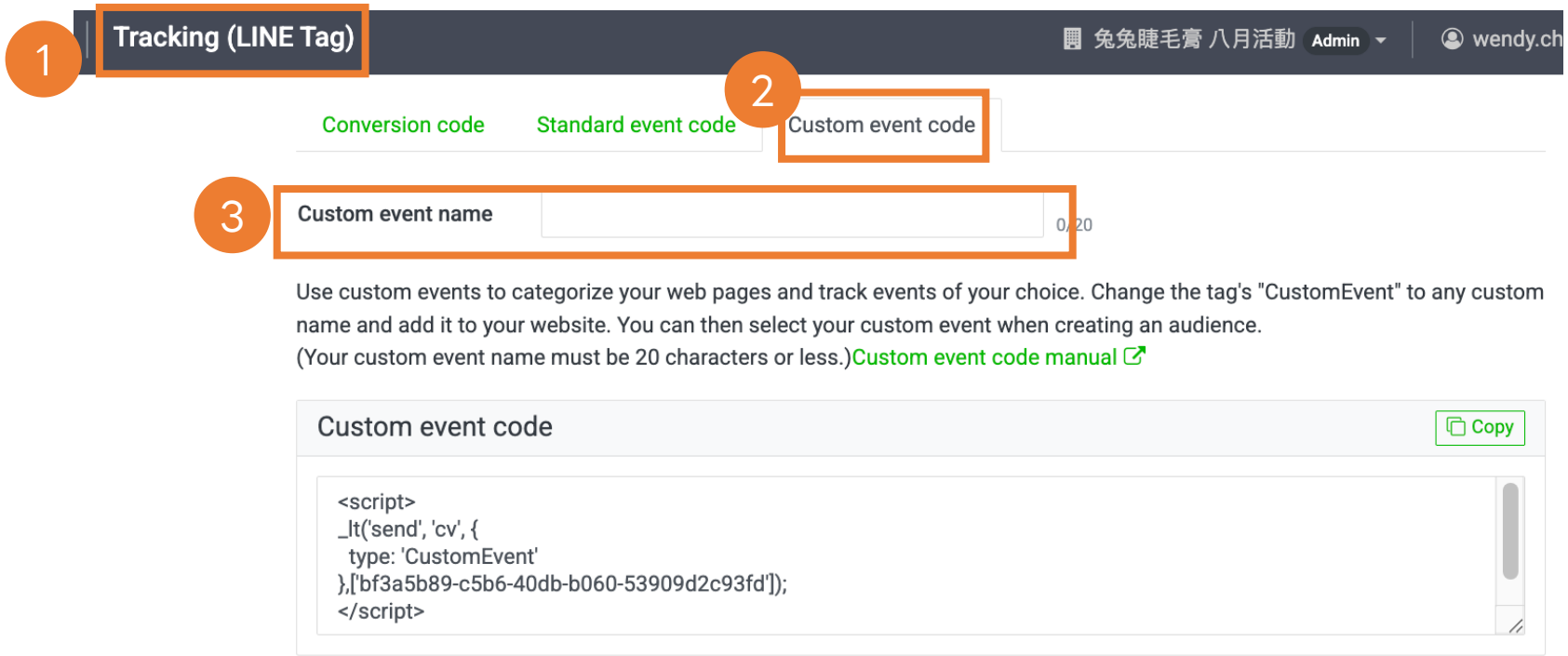
LINE TODAY Ads Impression Audience – Code Rewrite Check

✓ 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. ；

✓ 自我檢查法：

- 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.



THANK YOU

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