

LINE TODAY Native Ad

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LINE TODAY

Used by up to 95% of LINE users to be in the know of everything in Taiwan

18 Million+ monthly active users

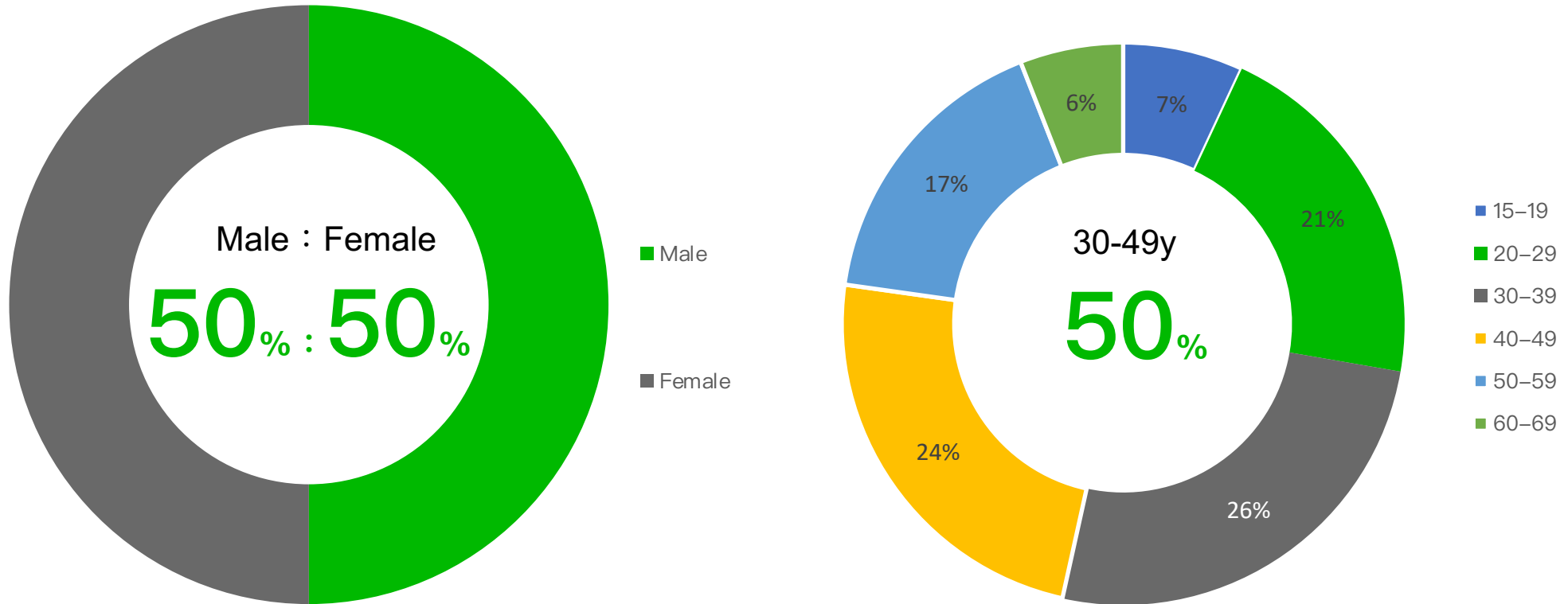
600 Partners

3,000 Number of submissions per day



LINE TODAY User Profile

The male to female ratio is roughly even, and the age ratios are close to Taiwan's overall population



Source: Nielsen 2018 LINE Use Behavior Research Survey
Base: 15-69-year-olds have used LINE in the past seven days; N=1,014; weighted thousands of people: 15,140,000 people

LINE TODAY is an important portal for consumers to obtain all kinds of knowledge and information



80%

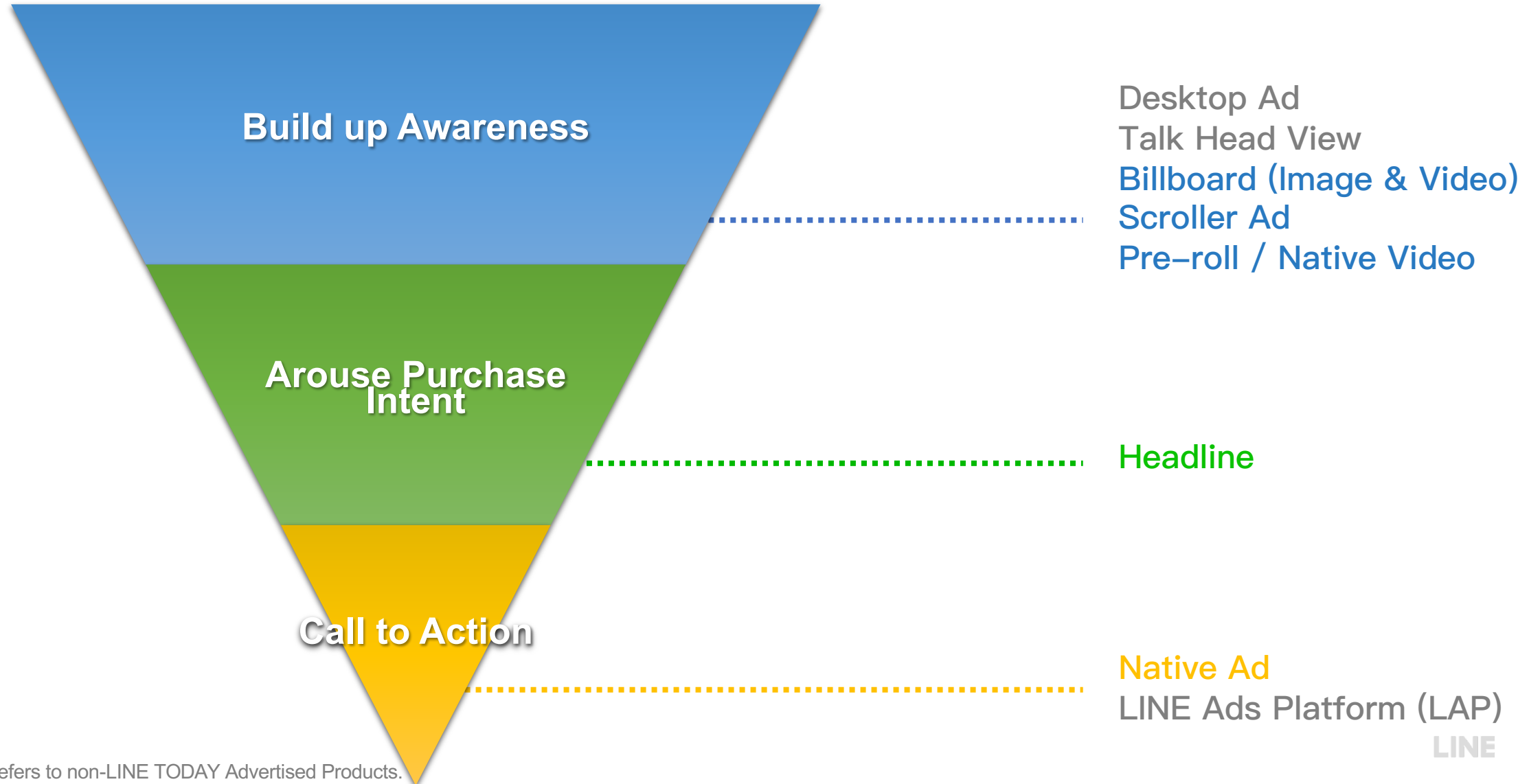
LINE TODAY is the first place for me to get news and information every day



73%

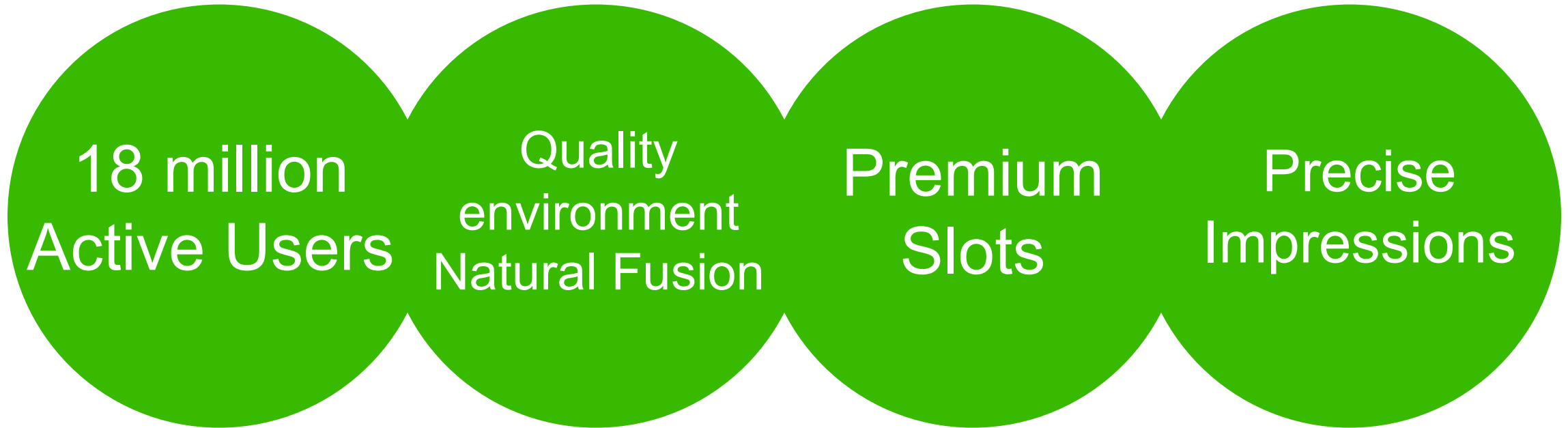
I am more accustomed to using LINE TODAY than any other news platform

LINE TODAY's Display Ad Media Purposes



*The gray text refers to non-LINE TODAY Advertised Products.


4 Features of Native Ads



Native Ads - reaching 18 million Active Users



18 million
Active Users



95%

LINE User Reach Frequency

Note: LINE Taiwan has more than 19 million monthly active users (2018)

Naturally fuses with high-quality news environment

Quality
environment
Natural Fusion



LINE TODAY

今日頭條 娛樂 國內 生活 鄉民 國際

藍心湄激動甩巴掌 林心如撫臉傻站原地
NOWnews 今日新聞

AD 全新型態的鋼彈遊戲
「新血」機動武鬥傳G鋼彈【神鋼彈】新機體降臨

國內外要聞

執政週年相關民 綠民調：近7成中間選民不滿蔡英文施政
新頭殼

中監准扁參加餐會 但不能入場上台演講
中國廣播公司

斬首親妹慘案 鄰居透露凶嫌平時竟是這種人
NOWnews 今日新聞

湖人球星詹姆士 (Lebron James) 近年從籃球場跨足商界、公益和時尚界，最近接連獲頒兩座時尚獎，而且即將上市的新款球鞋也受到特別關注，因為設計師是3位非裔美籍女性，詹皇以自己的母親為例，他非常佩服非裔美籍女性的堅毅果敢，才讓自己擁有現在的成就。

閃光燈此起彼落，湖人球星Lebron James出席時尚活動，身穿訂製西裝登場，成為全場焦點。近年雷霸龍的穿衣品味，早已成為NBA時尚指標，這席短褲套裝也大有來頭，是出自知名設計師Thom Browne手筆。



AD 全新型態的鋼彈遊戲
「新血」機動武鬥傳G鋼彈【神鋼彈】新機體降臨



娛樂

蘇志燮「保母初體驗」幫萌娃洗澡 爸爸微笑網暴動：想跟他生小孩

【影片】蘇志燮「保母初體驗」幫萌娃洗澡 爸爸微笑網暴動：想跟他生小孩

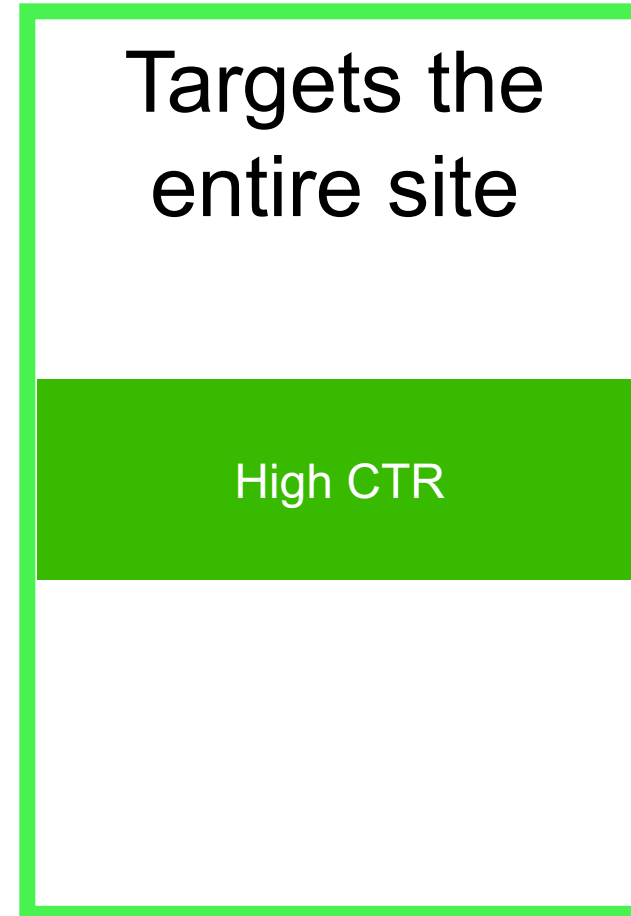
EBC 東森新聞影音 | 2,817 觀看次數
發布時間：2018年10月12日 13:32

AD 全新型態的鋼彈遊戲
「新血」機動武鬥傳G鋼彈【神鋼彈】新機體降臨

推薦影片 | 留言

核災地區現生機 車諾比改建

Targets the site's Premium Slots

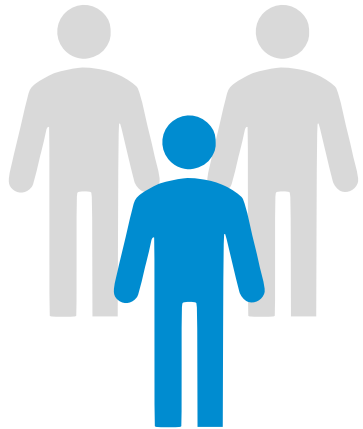


* LINE TODAY will continue to optimize the Native Ad experience. There are currently 2-4 slots per page by default, and LINE reserves the right to adjust the amount and location of the Ads. The delivery of the Ads is based on the Mobile APP and Mobile Web impressions.

Diversified targeting to deliver Ads to the target audience

Q4
Newly
launched

Demographic
(Age + Gender)

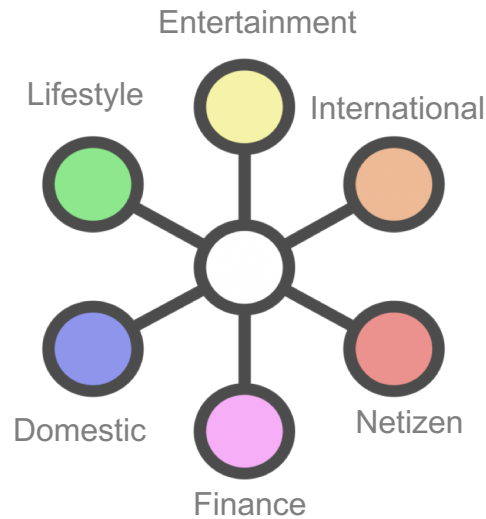


Geographic
(Six Major Regions)

Taipei and Keelung
Taoyuan, Hsinchu, Miaoli
Taichung, Changhua, Nantou
Yunlin, Chiayi, Tainan
Kaohsiung, Pingtung
Yilan, Hualien, Taitung +
Outlying Islands



Content
(Content Categorization)



12 categories of Interests

Health and Nutrition
Body-shaping and Weight Loss
Baby Products
Love for Homes

Cosmetics and Beauty
Fashion Icon
Apparel and Accessories
Food and Drink

Online Shoppers
Electronic Products
Car Junkie
Lover of Sports



* The source for the types of interests data is based on the contents or attributes of user interests in the LINE Services. For details, please refer to the Ad [Optimization Instructions](#) and [LINE Privacy Policy](#).
 * The "AND" relationship between the targeting categories requires a 20 % price increase for each added targeting; the "OR" relationship in the detailed options of the category or between items will only require a 1-time price increase when selecting multiple items in the same category. Please make your selection based on the purpose of the media, and check the amount to confirm the actual duration of the Ad.
 * Content Categorization, during the duration of the special project package, limited classification is not open to target, such as: NBA, CPBL, Election Area, Premier12, Golden Melody, Golden Bell, and Golden Horse Awards, and Chinese New Year.
 * User Age, Gender/Region/Content Classification/Type of Interest, and other targeting, please contact LINE Sales for detailed options.

Can Native Ads be placed in Large Visual Slots?



Place the Ads in the **Super Large Visual** specification for improved impressions and performance!



Large Slot, Big Visuals

Powerful Impressions

A set of materials
A variety of high-quality
layouts revealed

Native Ad Format Select 1 out of 2

Website Traffic Native Content Ad

AD



全新型態的鋼彈遊戲
「新血」機動武鬥傳G鋼彈【神鋼彈】新機體
降臨

APP Guided Download Native APP Download Ad

AD



超懷念的駒溜肯來啦！
快打旋風重磅合作！超經典格鬥遊戲
降臨！

立即下載

Action Button

Native Ad specifications

Page	Lock High CTR Slot*	Slot Type
Home Page	Below the Entertainment and Gossip Site	(1) Webpage Diverted Traffic - Native Content Ad <ul style="list-style-type: none"> • Image + Title + Description • GIF Banner (2) APP Guided Download - Native App Download Ad <ul style="list-style-type: none"> • APP Icon + Title + Description
Categories Home Page (Based on the Entertainment Home Page)	Below the Popular Entertainment Videos	
Articles Page (Based on the Entertainment Categorized Articles)	Above the More Entertainment Related Articles	
Articles Page	See More Above	
Articles Page	Within Articles longer than 1000px (in-read)	
Media Page	Below the Media	

Precautions

1. Reservation: The number of impressions will be retained after the IO is signed back
2. Duration: The start and end dates can be customized according to requirements. If you specify Targeting, please confirm the duration of the Ad with the LINE Ad Services Liaison
3. Materials: Up to 3 groups, preset by the system to optimize the delivery ratio based on CTR performance
4. URL: Please provide it in the https format with parameters
5. Materials and listing form: Please submit them 5 working days before the launch of the Ad
6. Ad Specifications: see https://terms.line.me/line_AD_LTL?lang=en
7. Ad Positioning: LINE TODAY will continue to optimize the Native Ad experience, LINE reserves the right to adjust the amount and positioning of the Ads

Native Ad Specifications

Webpage Traffic Native Content Ad

APP Guided Download Native APP Download Ad

Material Specifications

- Size of Images: jpg/png (1200*628)
- Size of Image File: <1,000KB
- Title: 20 words
- Text: 75 words

- Size of Image: GIF Banner (320x100 & 300x250)
- Size of Image File: <1,000KB

- Size of Images: jpg/png (1200*628)
- Size of Image File: <1,000KB
- Size of APP Icon: jpg/png(128*128)
- Size of APP Icon File: <1,000KB
- Title: 20 words
- Text: 75 words
- Action Button: Download Now (Default Value)

Material Specifications

1. The image file is automatically scaled by the system according to the layout
2. There are many slots for small images, and it is recommended not to compress words in the image files (except for credit cards and alcohol that require warnings, please refer to the material design suggestions below)
3. URL: Please provide it in the https format with parameters

1. The total duration of the animation cannot exceed 30 seconds
2. The animation can be played repeatedly. Please do not set the replay count to 0, infinite, the default value, or infinite times (this name may be different depending on the GIF file generation software). For example: if your original GIF file is 9 Seconds, the maximum number of replays will be 3 times, and the calculation method is 30 seconds/9 seconds=3.333 times (please round down the decimal point unconditionally)
3. Animated GIF Ads must not exceed 5 FP frames per second (Calculation method: Frame Count/Duration≤5)
4. URL: Please provide it in the https format with parameters

1. The image file is automatically scaled by the system according to the layout
2. There are many slots for small images, and it is recommended not to compress words in the image files (except for credit cards and alcohol that require warnings, please refer to the material design suggestions below)
3. URL: Please provide it in the https format with parameters
4. For guided downloads of the gaming industry, please add the game rating label to the image and APP icon



第28屆金曲獎入圍名單出爐，5
大遺珠讓粉絲們心碎

Knowing

Image: It is recommended not to compress the words, otherwise it will be difficult to read on Mobile devices, which will reduce the attractiveness to get clicks



「就業搶先機 職場好幸福」
2017/5/20邀您一起來參加就業博覽會，尋找工作機會一展長才!

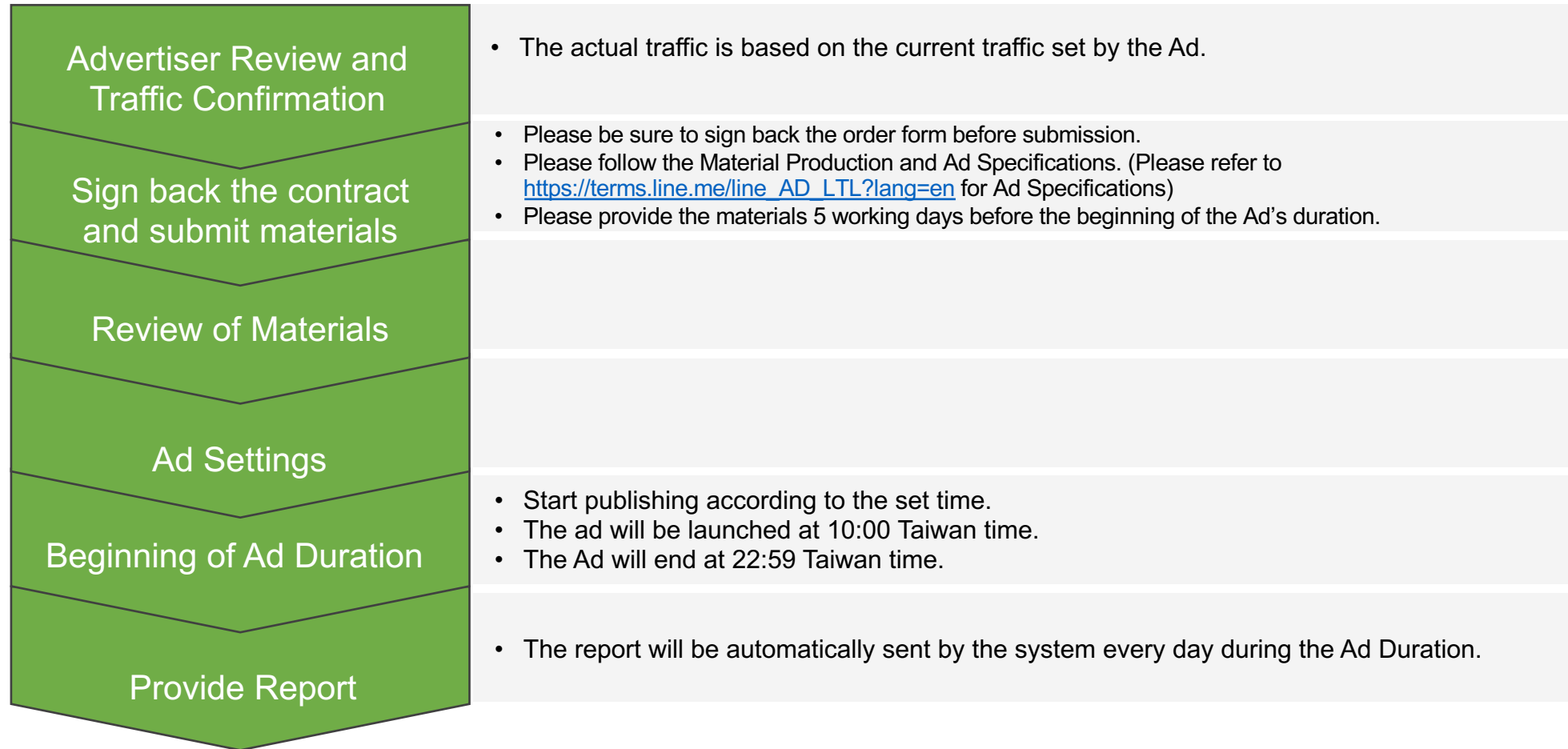
Words: It is recommended to refer to the news titling method to make the Ad more integrated into the news environment and attract user clicks

Native Ad Proposal Specifications: recommended symbols

Types	Symbol (Full-width/Half-width)
Parentheses	() [] 「 」 『 』 { } < > <<>> (Full-width) () (Half-width)
Tilde	~ (Full-width)
Hyphen	— (Full-width)- (Half-width)
Calculations	+ - ± × ÷ = ≤ ≥ ≠ ∞ (Full-width)-+ (Half-width)
Quotation Marks	‘ ’ ’ (Full-width) "" (Full-width)
Punctuation Marks	. , (Full-width)
Middle Dot	· (Full-width)
Comma	· (Full-width), (Half-width)
Period	。 (Full-width). (Half-width)
Underscore	_ (Full-width) _ (Half-width)
Percent Sign	% (Full-width)% (Half-width)
Ampersand	& (Full-width) & (Half-width)
Colon, Semicolon	: ; (Full-width); (Half-width)
Ellipses	… (Full-width)
Slash	/ \ (Full-width) / (Half-width)
Question Mark / Exclamation Mark	? ! (Full-width) ?! (Half-width)
Other	¥ \$ @ 〒 (Full-width) \ \$ @ (Half-width)

- * To ensure the normal display of special symbols, it is recommended to always use the symbols in the table above. If you want to use other special symbols, there is no guarantee that the Ad Content can be displayed on all mobile devices.
- * The use of symbols must adhere to grammatical logic
- * Local currency symbols can be used
- * If you use quotation marks, you must use one quotation mark before and after the emphasized text to indicate the beginning and the end of the quotation
- * Do not use spaces at the beginning or end of the proposal (To try attracting attention instead of allowing the proposal to be naturally presented)

Ad Publication Process



*LINE reserves the right to change the aforementioned schedule.

Ad Setup Complete: Screenshot of an example

Name	Status	Type	Priority	Target platform	Start time	End time
Native ID: 2346397341 Native content ad	Completed	Standard Normal	8	Any	Apr 26, 2017 12:00 AM CST	Apr 30, 2017 11:59 PM CST

AD



全新型態的鋼彈遊戲

「新血」機動武鬥傳G鋼彈【神鋼彈】新機體
降臨

Reminder: If the image file contains text, it is recommended to be as concise and clear as possible to so that the text won't be too difficult to read after being compressed

Ad Report Diagram

Date	Line item	Creative	Line item ID	Creative ID	Total impressions	Total clicks	Total CTR
2018/1/1	campaign name	creative name	campaign id	creative id	-	-	-
2018/1/2	campaign name	creative name	campaign id	creative id	-	-	-
2018/1/3	campaign name	creative name	campaign id	creative id	-	-	-
2018/1/4	campaign name	creative name	campaign id	creative id	-	-	-
2018/1/5	campaign name	creative name	campaign id	creative id	-	-	-
2018/1/6	campaign name	creative name	campaign id	creative id	-	-	-
2018/1/7	campaign name	creative name	campaign id	creative id	-	-	-
Total					-	-	-

* This is a schematic diagram of the report. The actual version should be based on the format of the received report.

THANK YOU

Please contact your LINE Ad Services Liaison if you are interested in LINE TODAY Native Ads.