

# LINE TODAY Headline

LINE Headline Advertorial

Corporate Business

# LINE TODAY

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

**18 Million+** monthly active users

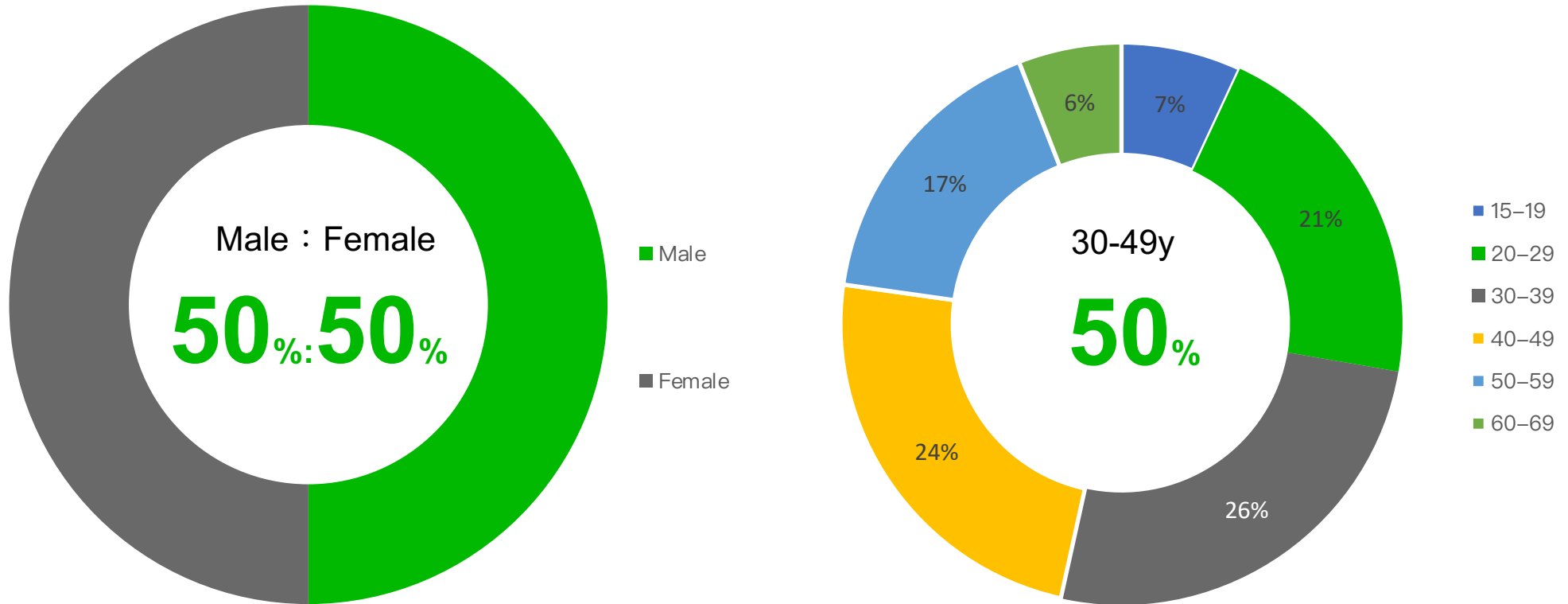
**600** Partners

**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-old people have used LINE in the past seven days; N=1,014; weighted thousands of people: 15,140 thousand people

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

---



80%

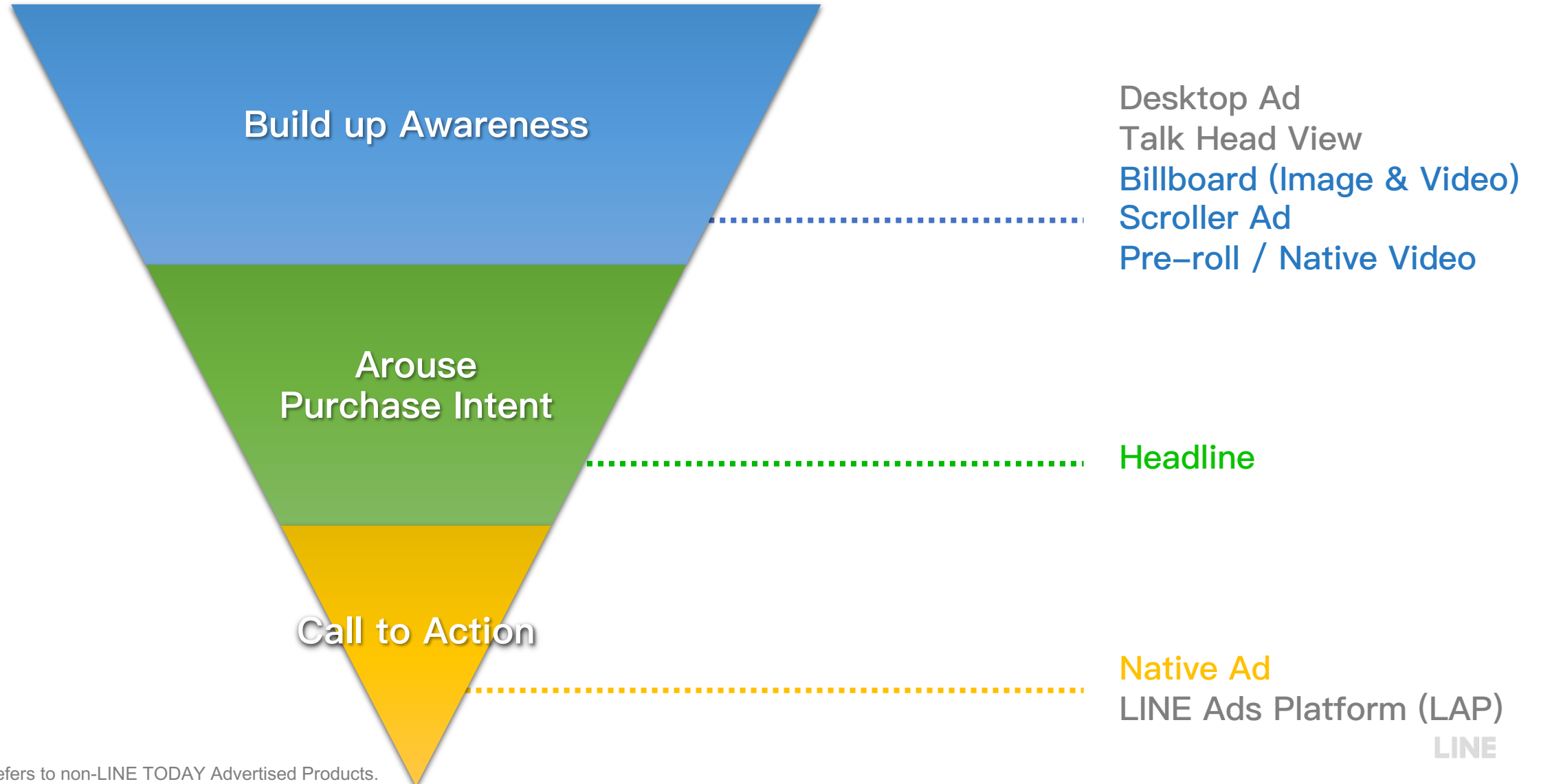
LINE TODAY is the first place for me to get news and information every day



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.



# Headline

Use articles/videos for **in-depth communication** of the brand's story or product features to **arouse purchase intent**

**TODAY's  
TOP 4th  
Headline**

**Primetime  
Booked Slot  
Impressions  
for 10 hours**

**The first screen at  
the top of the  
homepage,  
making it excellent  
to get clicks**

Remarks: The layout is only a demo. As LINE TODAY is continuously optimizing the content experience, some users have a slightly different interface. LINE TODAY reserves the right to adjust the layout of the contents, please refer to the online version for the actual presentation.

# Headline Material Format - Guide Article



## Headline

Image file: width 1,920 x height 1,080 pixels (The cover image file is recommended to not have a white background)

- Title: Must start with the words [News Express]
- Location (the system rotates from the first article):
  - Headline - 4th Article

## Articles Page

- Title: Must start with the words [News Express]
- Images: less than 5 images
- Video: 1 video
- External Guidance Links: up to 5 links
- Please refer to the following description for material specifications
- Supplement of Materials: please provide Word files, image files

Location of Ad: LINE reserves the right to adjust the contents, location, and layout to continuously optimize the content experience. The name of the content module corresponding to the Ad may be changed. The Headline is updated at any given time following the changes to the news, and the News Express may temporarily move to other areas when the news is updated.

Ad Materials: created by the client, will need to be submitted to LINE TODAY 5 days in advance before it goes online for editorial review and materials will be submitted after clearing the review. The layout is for reference only, please refer to the online layout for the actual presentation.

# Headline Material Format - Guide video

標題包含【情報快遞】，長度建議至少  
中文20字、最多26字



## Headline

- Image file: width 1,920 x height 1,080 pixels (The cover image file is recommended to not have a white background)
- Title: Must start with the words [News Express]
- Play button: link to the Videos Page after clicking it (video is automatically played)
- Title: link to the Videos Page after clicking it (video is automatically played)
- Location (the system rotates from the 1st article):
  - Headline - 4th Article

## Videos Page

- Title: Must start with the words "News Express"
- Video: 1 video
- External Guidance Links: up to 1  
(Placed in the video description, you can see the video description after expanding the arrow on the right side of the video title)
- Please refer to the following description for material specifications
- Supplement of Materials: please provide Word files, image files, and videos

Ad Position: LINE reserves the right to adjust the contents, location, and layout to continuously optimize the content experience. The name of the content module corresponding to the Ad may be changed. The Headline is updated at any given time following the changes to the news, and the News Express may temporarily move to other areas when the news is updated.

Ad Materials: created by the client, will need to be submitted to LINE TODAY 5 days in advance before it goes online for editorial review and materials will be submitted after clearing the review. The layout is for reference only, please refer to the online layout for the actual presentation.



# Headline price list



## Headline

- Location: Today's Headlines – TOP 4th Article
- Ad Delivery Time: 10:00-20:00, 10 hours in total
- Pricing: NTD\$200,000/Slot

### Remarks

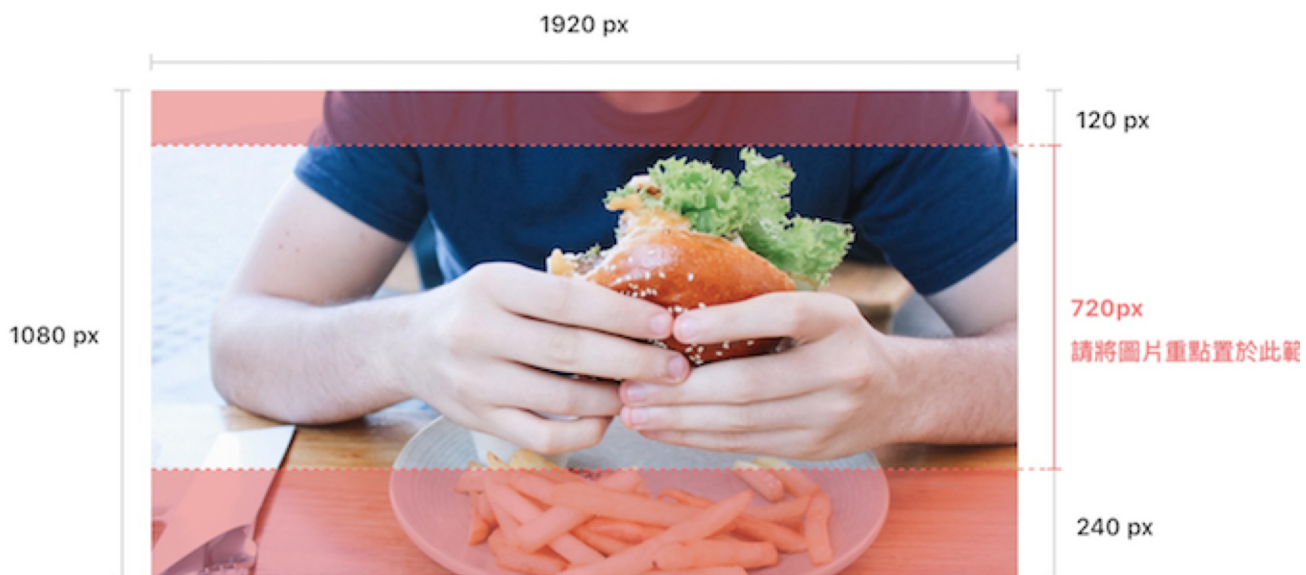
1. All of the aforementioned prices do not include tax.
2. In order to maintain user experiences, please discuss the Specified Category Headline with the LINE Services Liaison. The contents and categories must be reviewed and confirmed by the TODAY Team.
3. The Category Headline is currently open for reservations of the aforementioned categories. If reservations are needed for other categories, they must go through LINE internal reviews for the reservations to be approved.
4. LINE TODAY reserves the right to adjust the layout of the contents and rights for the names of the categories to continuously optimize the content experience, and please refer to the online version for the actual presentation.

# Headline Submission Precautions

Item	Precautions
Position	<ul style="list-style-type: none"> <li>Articles can be browsed on mobile phones and computers</li> <li>The total amount of articles in the LINE TODAY Categories will vary according to daily news and topics</li> <li>When a natural or man-induced disaster occurs and has caused serious damage or a major event that concerns everyone has occurred, the customer will be notified immediately when the event occurs and coordination to postpone or adjust the Ad to avoid negative impressions caused by the exposure by the LINE TODAY Information Express Ad, ensuring a positive advertising effect</li> </ul>
Ad Delivery Time	<ul style="list-style-type: none"> <li>Manual submission isn't 100% precise, and there might be a 5-10-minute difference</li> <li>The reservation date must be confirmed in advance</li> </ul>
Estimated Performance	<ul style="list-style-type: none"> <li>Headline: 50,000-100,000 Clicks/Article, 20,000-100,000 Clicks/Video</li> <li>Category Headline: 3,000-30,000 Clicks/Article</li> <li>The performance is not guaranteed as it will vary depending on the angle of the titling, and the attractiveness of the product or the video. It is recommended to select the appropriate major and minor categories based on the topic manipulation of the client's industry and contents.</li> </ul>
Materials Submission	<ul style="list-style-type: none"> <li><b>Please provide Word files, image files (The source or origin of the image must be indicated)</b></li> <li>Provide complete materials 5 working days before the Ad goes online for the editorial review of the submission (Guide Videos must be submitted 5 working days in advance)</li> <li>In case of late submissions of materials (including temporary modification), the date the Ad goes online will be postponed to the next date when there's an opening</li> <li>Material exchanges are not accepted when the Ad is online</li> </ul>
Ad Report	<ul style="list-style-type: none"> <li>Reports will be provided within 3 working days after the Ad Schedule ends</li> </ul>

# Cover Image File Design Specifications

- Image file: **width 1,920 x height 1,080 pixels**, please submit a JPG file within 2MB (the cover image file is recommended not to have a white background)
- Safe range: Please note that the title card will cover the lower part of the image, and it is recommended to place the key points of the image (such as products and faces) in the **area of the dotted red line as shown in the figure below** to ensure that it can be displayed clearly on all devices.
- Recommendations for image selection: it is recommended that images shouldn't be compressed, and the composition should be simple



Remarks: The layout is only a demo. As LINE TODAY is continuously optimizing the content experience, some users have a slightly different interface. LINE TODAY reserves the right to adjust the layout of the contents, please refer to the online version for the actual presentation.



**DO.** 圖片不壓字 (純圖)



**DON'T.** 壓字將影響文章標題可讀性



**DO.** 畫面清爽、保持適當留白



**DON'T.** 密集且複雜、不易辨識主題

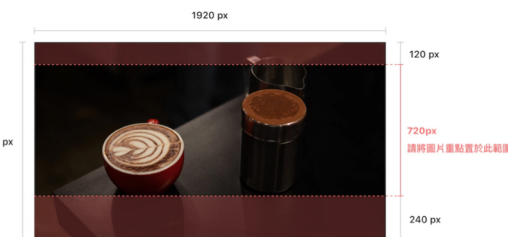
# Headline Material Specifications - Guide Article

## Cover Image Material Specifications

- Title: [News Express] XXXXX (excluding [News Express], at least 12 words (including punctuation marks and spaces), and no more than 20 words)
- Image file: width 1,920 x height 1,080 pixels, please submit a JPG file within 2MB (the cover image file is recommended to not have a white background), [and indicate the source or origin of the image](#)
- Safe range: it is recommended to place the key points of the image (such as products and faces) in the area of the dotted red line as shown in the figure below to ensure that it can be displayed clearly on all devices
- If the cover image has texts and embedded images, please mark them out clearly in a Word file  
(\*The link can only guide users to the LINE TODAY article page, direct external guidance links are not accepted, the external guidance link can be placed in the contents of the article or at the end of the article, the precautions are explained below)

## Article Page Materials Specifications

- Text: Within 1,000 words, charts are not accepted
- Image Files: up to 5 images, width 1,920 x height 1,080 pixels ,JPG files, within 2MB(The image files are recommended not to have a white background)
- Video: up to 1 video within 3 minutes, 16:9 ratio, within 200MB, YouTube URLs and MP4 files are accepted
- Presentation of Contents: it is recommended to present products or usage scenarios with content marketing to avoid hawking or promotion
- External Guidance Links: up to 5, which can be placed within the text or at the end of the text (as shown in the green box on the left)  
Link URL: official website, event website, official account or sponsored sticker
- [External Guidance Link Proposal: please do not replicate the wording “view original article” used by news partners avoid misunderstanding by netizens, but the words “origin of the article” can be used instead](#)
- Content Authorization: the contents of the article are provided by the customer, and the images/videos/fonts used in the materials must be authorized before they can be used. If the source is a third-party, the customer must obtain formal authorization. If the content provider investigates whether if there is formal authorization, it will be handled by the customer.
- [If the report involves infringement, LINE will perform a preventive removal and immediately remove the Ad.](#)
- [If it is confirmed that the Agency’s content hasn’t been authorized, the uncompleted Ad Schedule will not be refunded; if it is confirmed that the Agency’s content has been authorized \(supporting evidence is required\), the uncompleted Ad hours will be refunded.](#)



## Notes for customers of specific industries (see [LINE Ad Specifications](#) for more details)

- General Food Products: it must comply with the Act Governing Food Safety and Sanitation, and cannot mention curative effects
- Healthy Food Products: please provide the certificate number issued by the Ministry of Health and Welfare and the certified website. The font size and the certification link will be placed at the end of the Advertorial Text, and will not be counted as the limit on the number of external guidance links to the customer)
- Cosmetics: the contents of labeling, promotion and Ad cannot be hypocritical or exaggerated, and cannot mention curative effects
- Liquor/Alcohol: all images must be accompanied by warnings, the ratio of the images is 1/10. Add the following warning at the end of the Advertorial - We would like to remind you: driving under the influence of alcohol is prohibited, do not drive after drinking to ensure safety
- Credit Card/Investment Products: they must comply with the relevant laws and regulations, and relevant warnings must be added at the end of the article
- Games: must have game rating labels

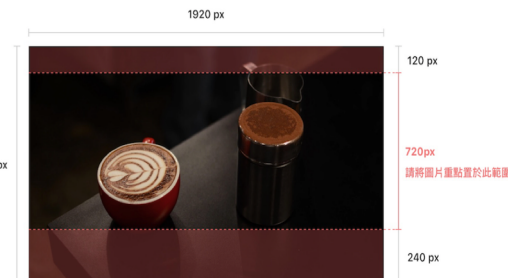
# Headline Material Specifications - Guide Video

## Cover Image Material Specifications

- Title: [News Express] XXXXX (excluding [News Express], at least 12 words (including punctuation marks and spaces), and no more than 20 words)
  - Image file: width 1,920 x height 1,080 pixels, please submit a JPG file within 2MB (the cover image file is recommended to not have a white background), [and indicate the source or origin of the image](#)
  - Safe range: it is recommended to place the key points of the image in the area of the dotted red line as shown in the figure to the right to ensure that it can be displayed clearly on all devices
  - If the cover image has texts and embedded images, please mark them out clearly in a Word file
- (\*The link can only guide users to the LINE TODAY Video page, direct external guidance links are not accepted, the external guidance link can be placed in the contents of the article or at the end of the article, the precautions are explained below)

## Video Page Materials Specifications

- Text: recommended to be within 100 words and no more than 150 words
- Video: 1 video, within 3 minutes, 16:9 ratio, MP4 or MOV, within 200MB
- Presentation of Contents: it is recommended to present products or usage scenarios with content marketing to avoid hawking or promotion
- Content Specifications: pornography, violence, and restricted content are not accepted. Please refer to the attached file's review specifications for other specifications
- External Guidance Link: up to 1 link, which can be placed within or at the end of the text.  
Link URL: official website, event website, official account or sponsored stickers
- Content Authorization: the contents of the article are provided by the customer, and the images/videos/fonts used in the materials must be authorized before they can be used. If the source is a third-party, the customer must obtain formal authorization. If the content provider investigates whether if there is formal authorization, it will be handled by the customer.
- [If the report involves infringement, LINE will perform a preventive removal and immediately remove the Ad.](#)
- [If it is confirmed that the Agency's content hasn't been authorized, the uncompleted Ad Schedule will not be refunded; if it is confirmed that the Agency's content has been authorized \(supporting evidence is required\), the uncompleted Ad hours will be refunded.](#)



## Notes for customers of specific industries (see [LINE Ad Specifications](#) for more details)

- General Food Products: it must comply with the Act Governing Food Safety and Sanitation, and cannot mention curative effects
- Healthy Food Products: please provide the certificate number issued by the Ministry of Health and Welfare and the certified website. The font size and the certification link will be placed at the end of the Advertorial Text, and will not be counted as the limit on the number of external guidance links to the customer)
- Cosmetics: the contents of labeling, promotion and Ad cannot be hypocritical or exaggerated, and cannot mention curative effects
- Liquor/Alcohol: all images must be accompanied by warnings, the ratio of the images is 1/10. Add the following warning at the end of the Advertorial - We would like to remind you: driving under the influence of alcohol is prohibited, do not drive after drinking to ensure safety
- Credit Card/Investment Products: they must comply with the relevant laws and regulations, and relevant warnings must be added at the end of the article
- Games: must have game rating labels

# Example of Successful Billboard Case - Using **News Article Headlines** to attract readers' attention and clicking in to read!

## Product: Health Food Products



## Product: Sanitary Products



## Product: E-commerce



Cut in from a **News Article Angle**

1. **Celebrity Topicality**: topics about entertainment always attract attention and clicks
2. **Relatability Method**: allows consumers to feel like its "related to themselves"
3. **Persuasion**: Don't ever, here's a reminder... point out consumer's misery

# **Material Review Specifications**

LINE TODAY Focus Billboard/Categories Billboard

# Headline Material Review Specifications

---

LINE Advertisement Guideline

[https://terms.line.me/line\\_AD\\_LTL?lang=en](https://terms.line.me/line_AD_LTL?lang=en)

Basic Terms and Conditions of LINE Services for Business Partners

[https://terms.line.me/line\\_lsbp\\_general?lang=zh-Hant](https://terms.line.me/line_lsbp_general?lang=zh-Hant)

The contents of the Ad must be correct and clear

- Ads must provide accurate and up-to-date content, and the content won't cause user confusion, such as the product having nothing to do with the Ad or the Ad being false. The Ad image file must be clearly identifiable. The elements used in the Ad must obtain legal authorization and clearly state the relationship between the copyright owner and the Advertised products or services.

The article page's contents must comply with Ad Specifications

- The contents of the article page must be directly related to the Ad. It is prohibited for the linked site's contents and the Ad Materials to be irrelevant to each other. Linked sites must comply with the same specifications as the Ad Materials, providing users with a consistent and good Ad experience.

Content that can easily confuse users or mislead them to thinking that the Ad's contents are an actual news incident

- It is prohibited to replicate news broadcasts without permission and authorization or replicate the news reporting formats to confuse or mislead users that the contents of this Ad are an actual news incident



# Headline Material Review Specifications

---

Ad content that can easily confuse or mislead users to think that there is a partnership with LINE

- It is prohibited to use LINE's logos, characters, services, or other content without permission and authorization to confuse or mislead users into thinking that this Ad has a cooperative relationship with LINE.

Content that makes users feel uncomfortable or offended

- It is prohibited to mention or imply any nasty content in the texts or images.
- Excessively revealing images are prohibited; images of swimsuits or underwear not related to the Ad are prohibited.
- Contents involving discrimination, personal assault and harm, violence, terror, abusive language and other contents that make users feel uncomfortable are prohibited.

Advertised content is false, exaggerated, or any content that may mislead users

- The use of adjectives "1st," "champion," "most," "maximum," and "only" is prohibited. If any premium adjectives are used, remarks such as relevant data, surveys, and other resources must be supplemented in the materials or proposal. Otherwise, the use of such adjectives and sentences should be avoided.
- It is forbidden to mislead users into believing that this product or service has greater benefits or quality than it actually does.
- It is prohibited to exaggerate the effects of products or services.
- The data, test results, patents, or other guarantee-related content mentioned in the Ad contents should indicate the source of the data or provide relevant supporting documents. Otherwise, it should not be presented in the Ad in any form.

# Headline Material Review Specifications

---

Refers to, or emphasizes curative effects or involves changes in physical appearance

- Except for approved drugs (including drugs and medical equipment), otherwise such claims or emphasis of curative effects is prohibited.
- The use of before-and-after images is prohibited.
- Please refer to the website of the Food Labeling Law: <https://www.fda.gov.tw/TC/siteContent.aspx?sid=1691> (this is the certification standard, and the actual certification is based on the Ministry of Health and Welfare's review).

Comparative Contents

- Comparative contents shall not be presented in any form regardless of whether if the business, product, or services have been specified for comparison or not.

Inconsistent Ad Contents

- Ad Contents that are inconsistent or not directly related to the product or services is prohibited.

Contents that may induce User Profiteering

- Any content that mentions or implies that users can profit from the product or services is prohibited.

# **THANK YOU**

Please contact your LINE Ad Services Liaison if you are interested in LINE TODAY Spotlight Billboards/Categories Billboards.