

# LINE B2B INTRODUCTION

# LINE PORTALS



LINE Today



LINE Webtoon



LINE Points



LINE OpenChat



LINE Game



LINE Shopping



Top Up &  
Payment



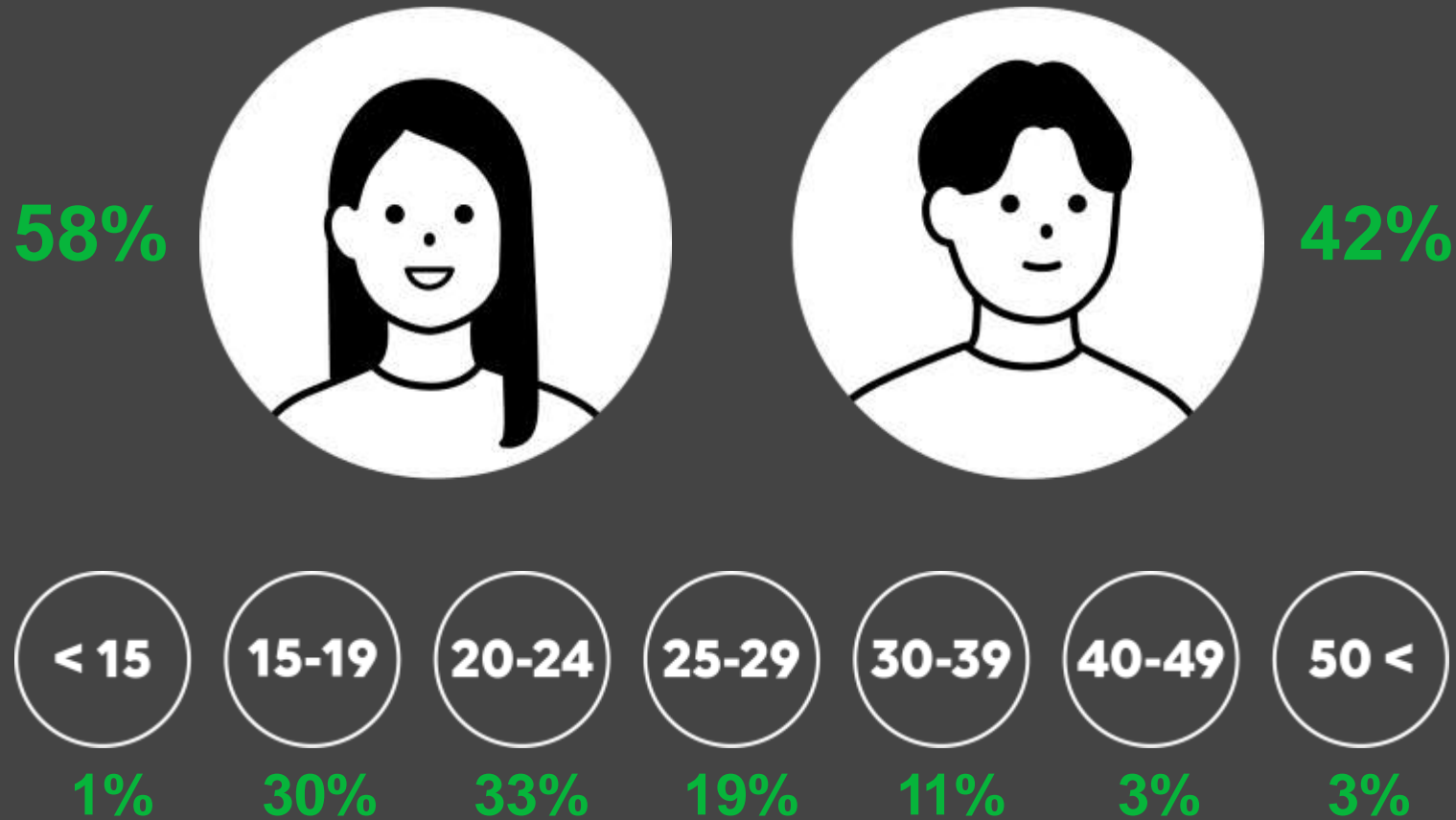
LINE Split Bill

# 25.000.000

## Monthly Active Users LINE Messenger 2020



# DEMOGRAPHY LINE MESSENGER



# B2B PRODUCTS

01

**PREMIUM  
INVENTORIES**

B2  
B

# 1.1 LINE PREMIUM ADS PACKAGE

# PREMIUM INVENTORY PACKAGE

Get Instant Awareness from all Users in mobile & desktop app

## Smart Channel (Mobile App)



+

## LINE Desktop App Banner



Will appear here through out the day



# Price List

## Premium Inventory Package

Items	Pricing Type	Price	Notes
<b>PREMIUM INVENTORY PACKAGE</b> <ul style="list-style-type: none"><li>- Smart Channel Static</li><li>- Desktop Ads Static</li></ul>	Cost per Day	Rp125.000.000	<ul style="list-style-type: none"><li>- Expected 6 – 8 mio impressions in 24 hours</li><li>- 2 freq cap for smart channel, and no freq cap in desktop ads</li><li>- Campaign will be set at 00.00 – 23.59</li></ul>

B2  
B

# SMART CHANNEL



## Static Banner



- Impressions : 4,006,993
- Reach : 2,673,915
- Click : 56,746
- CTR : 1.42%

## Banner Expand to Video



Click to play



# Price List

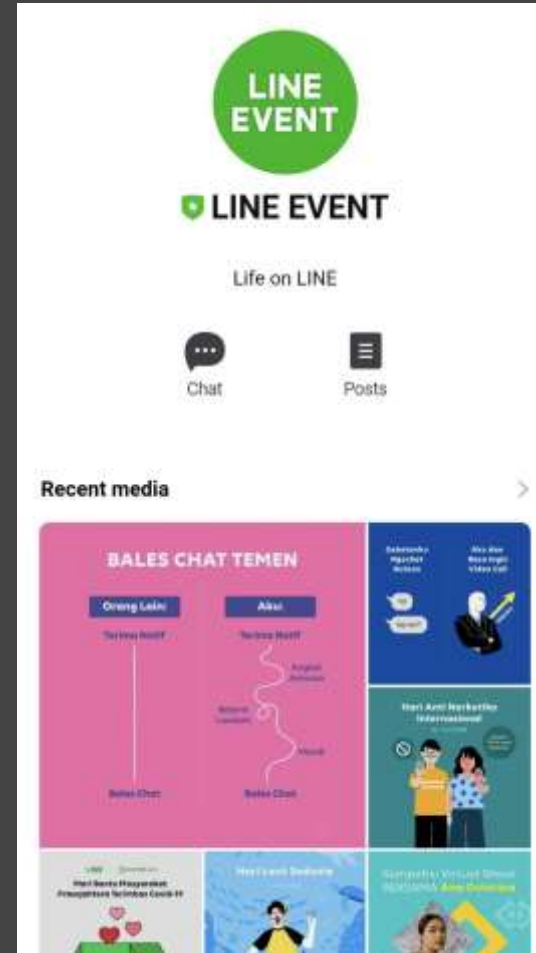
## Smart Channel

Items	Pricing Type	Price	Notes
<b>LINE Smart Channel I Static</b>	Cost per Day	Rp100.000.000	<ul style="list-style-type: none"> <li>- Approximately 2,5 – 3mio impressionns</li> <li>- Campaign will be set at 00.00 – 23.59</li> </ul>
<b>LINE Smart Channel Banner expand to VDO</b>	Cost per Day	Rp200.000.000	<ul style="list-style-type: none"> <li>- We recommend video length not more than 30sec</li> <li>- Approximately 2,5 – 3mio impressionns</li> <li>- Campaign will be set at 00.00 – 23.59</li> </ul>

# 1.2 LINE EVENT OFFICIAL ACCOUNT

# Expose Your Brand through Our Most Followed Internal Official Account

- 50mio+ followers
- Blast at your convenience time
- Deliverables :
  - Open Count
  - Impressions
  - Clicks
  - CTR



# Price List

## Premium Inventory

Items	Pricing Type	Price	Notes
<b>LINE EVENT Sponsored Blast</b>	Cost per Blast	Rp250.000.000	<ul style="list-style-type: none"><li>- Advertiser are able to choose the date and time of blast</li><li>- LINE will provide design guideline</li><li>- LINE is solely provider for LINE Event Official Account</li></ul>

B2  
B

# DESIGN GUIDELINES

SMART CHANNEL



## Size

1280x720 pixel

## Submission Format

1banner only, JPEG or PNG,  
file size up to 5MB

**All center aligned, max 3 lines copy.**

### 1. Title

**Max 2 lines, 50 characters**

**Font** Volte Bold, 50pt

**Color** White or black

### 2. Subtitle

**Max 2 lines, 70characters.**

**Font** Volte Semibold, 36pt

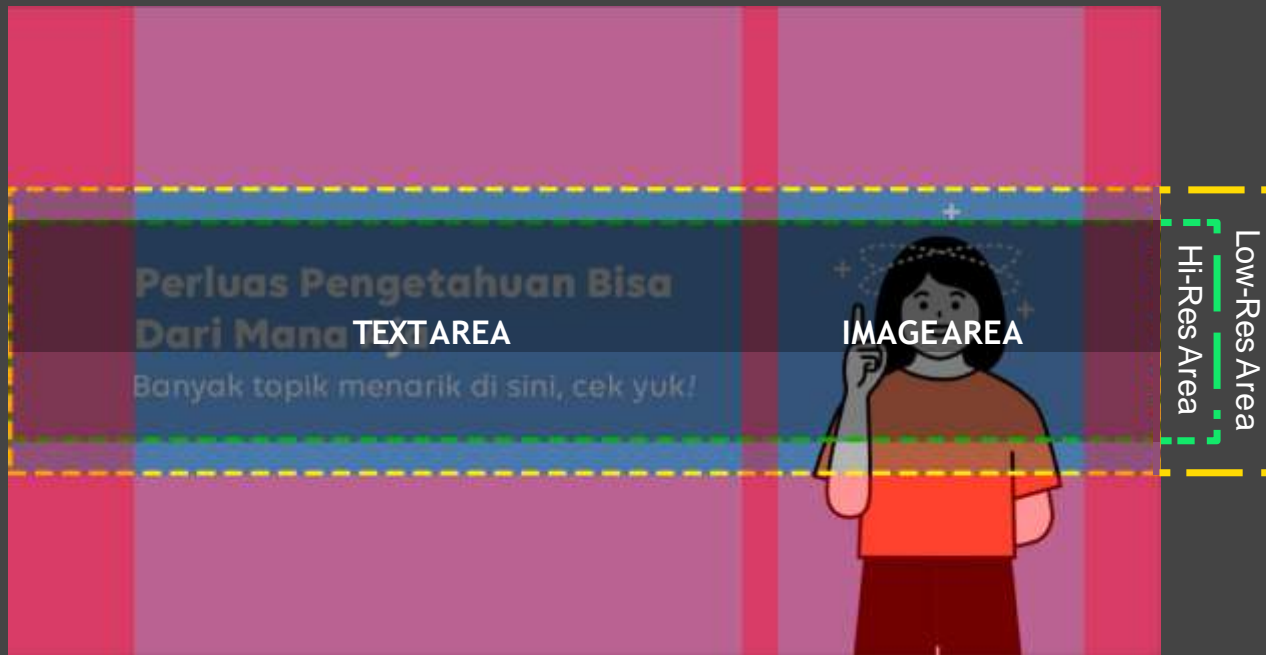
**Color** White, black, or BG color shades

### 3. Background

Solid color or photo. Text clarity is very important. DO NOT use patterns or striking gradient color.






Margin



W1280px x H720px

Depends on the device, there are 2 kinds of banner appearance. Important margins:

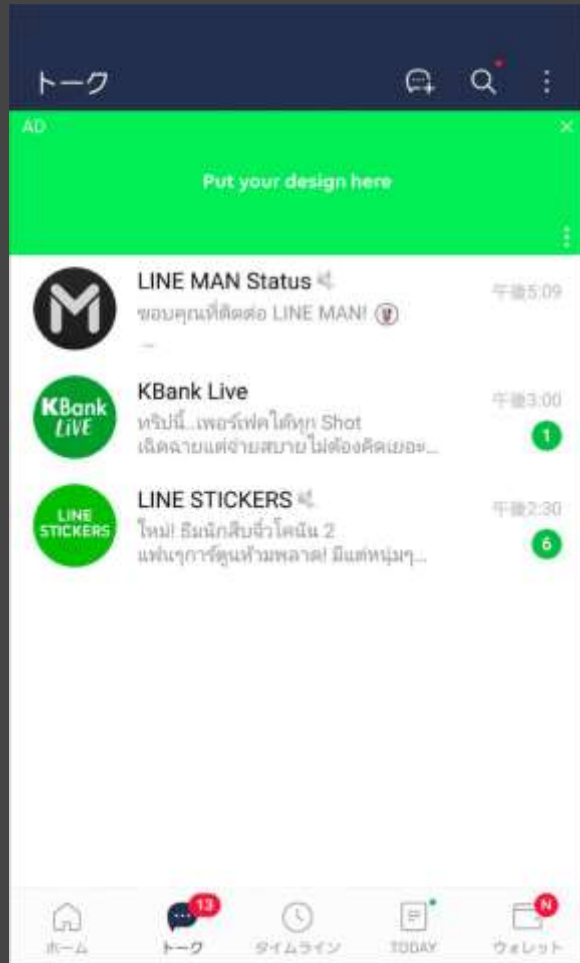
-  Cropped/invisible area, area for auto generated icons and button, DO NOT PUT ANYTHING
-  Visible Area on Low-Res Phone
-  Visible Area on Hi-Res Phone

High-resolution device  
Display Area  
Width: 1280px  
Height: 246 px

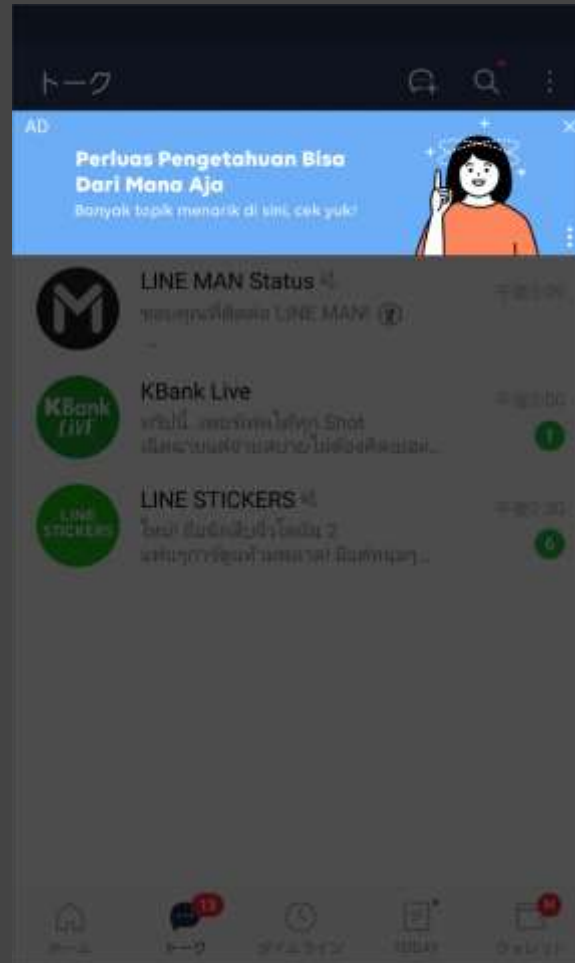
Low-resolution device  
Display area  
Width: 1280px  
Height: 320px

Mockup

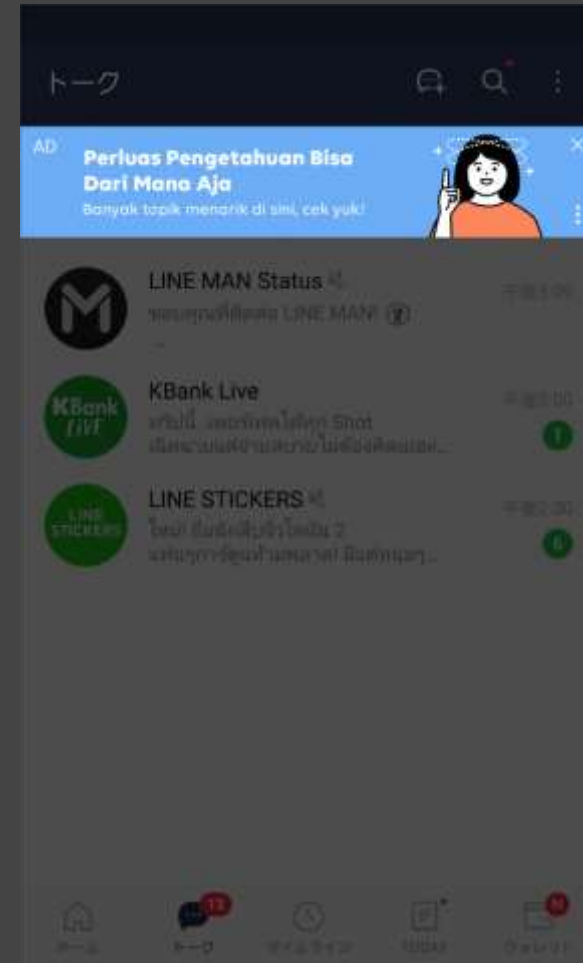
**Position on UI**  
(with auto generate buttons & icons)



**Low-Res Phone**



**Hi-Res Phone**



Examples

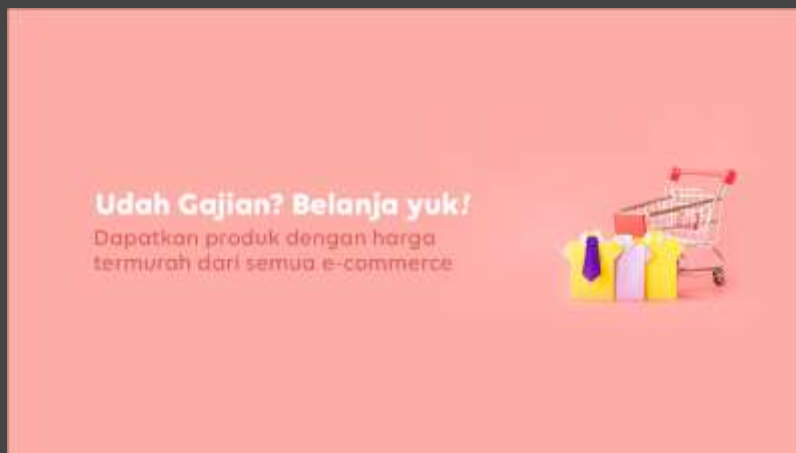
2 lines title, 1line subtitle



2 lines title



1line title, 2 lines subtitle



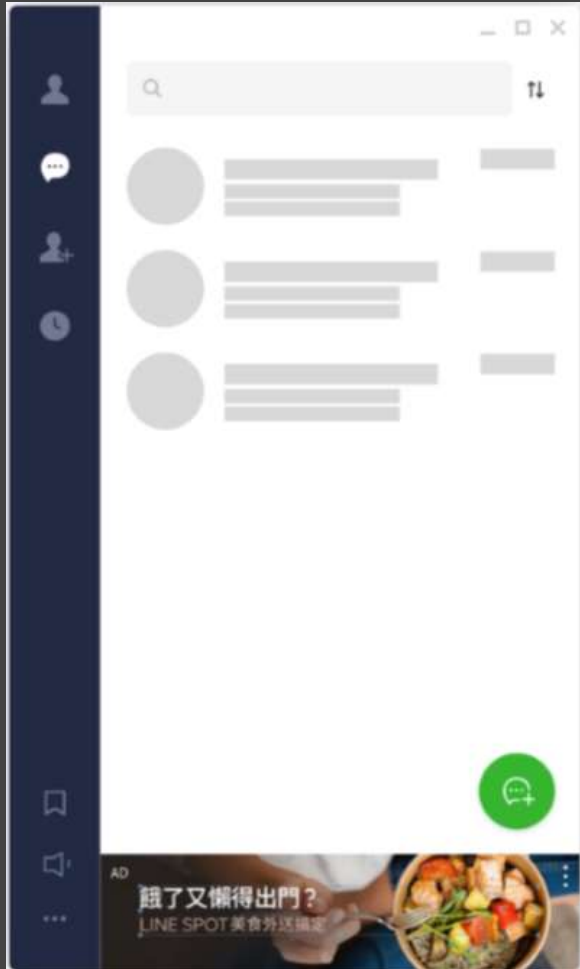
1line title



# DESIGN GUIDELINES

## DESKTOP ADS

## Size & Format



### Size

1280x720 pixel

### Submission Format

1banner only, JPEG or PNG,  
file size up to 5MB

### Background

The left and right ends 2px of image  
should be consist of the same single  
color

Background image must be well  
blended with the left & right ends  
2px area

Avoid using text and object on AD  
mark / AD mute button area

AD mark background color: #000 /  
Opacity :15%

## Use case

## DO



## DON'T



Objects and text cannot be placed in the left- and right-hand side

Backgrounds with gradations are not available

Colors that interfere with the readability of the material content cannot be used

Objects cannot be placed in the left- and right-hand side

The background left and right colors cannot be used differently

Objects and text cannot be placed separately

Backgrounds with gradations are not available

- Since the AD text and options button are white, please use a background color that can show white color.
- You cannot use different colors on both sides of the banner.
- Gradient backgrounds with different colors on both sides cannot be used. Please refer to the USE CASE for the gradient background.