WEBTOON
Creative Guideline

Display Ads

WEBTOON

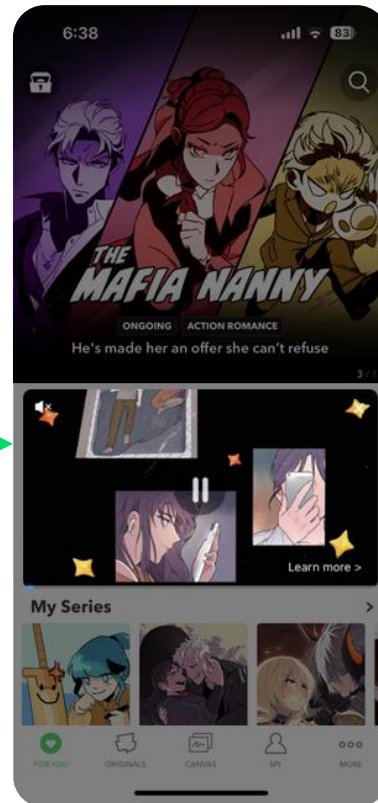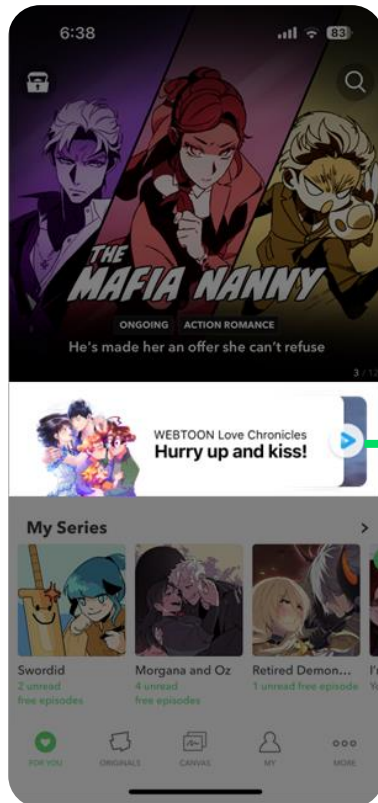# Display Ads
Mobile

✔ The asset can be placed on one or more of the below placements
✔ Various placements of Ads leaving a long-lasting impression of your brand

Premium Home Ad

Interactive Video

Native Image

Banner Image

Display Ads
Mobile

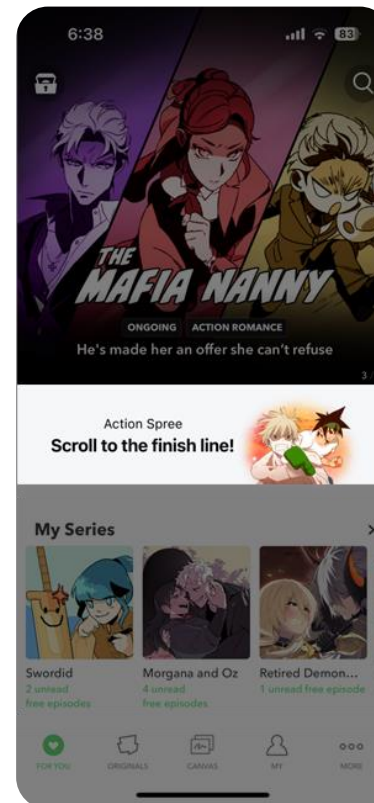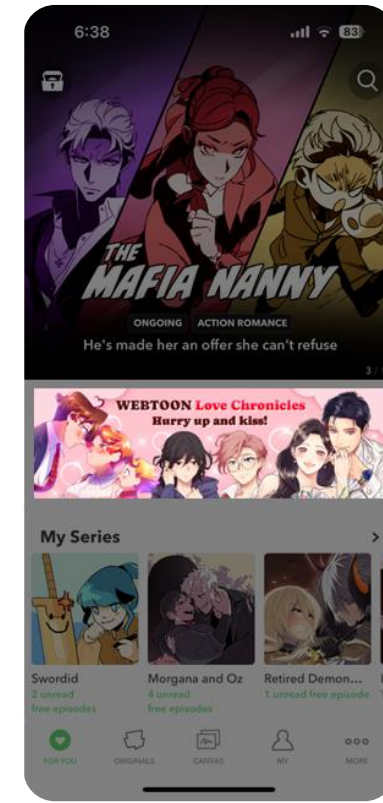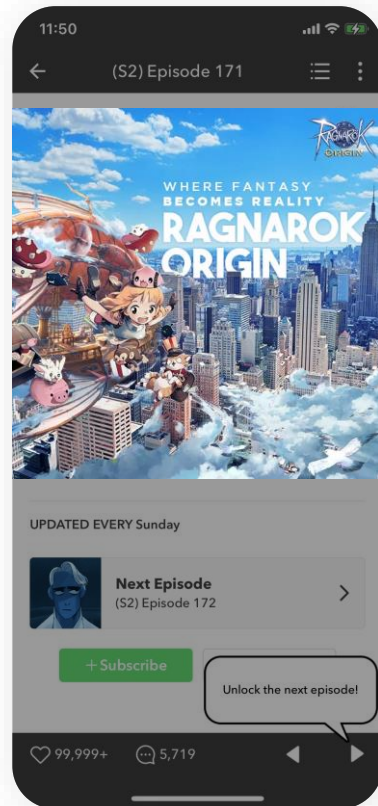✔️ The asset can be placed on one or more of the below placements

✔️ Various placements of Ads leaving a long-lasting impression of your brand

In-Viewer
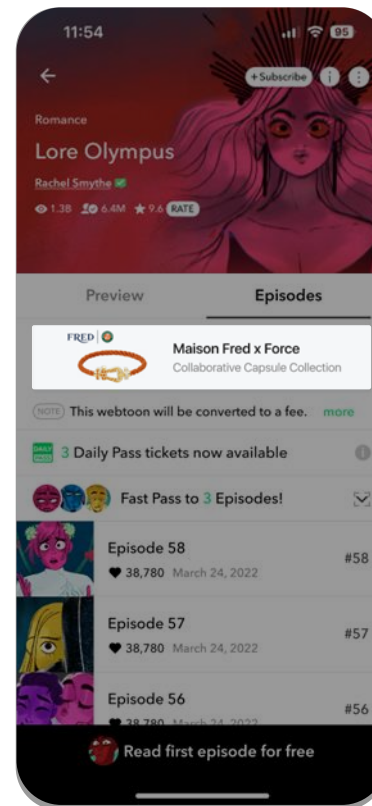
Series Home AD

User Profile

Display Ads
Mobile

✔️ The asset can be placed on one or more of the below placements

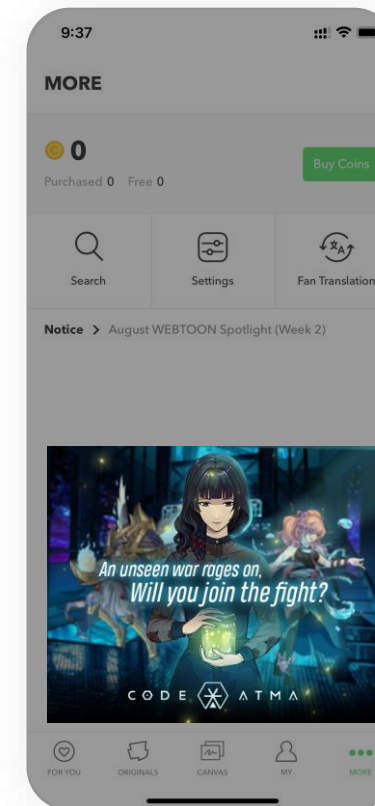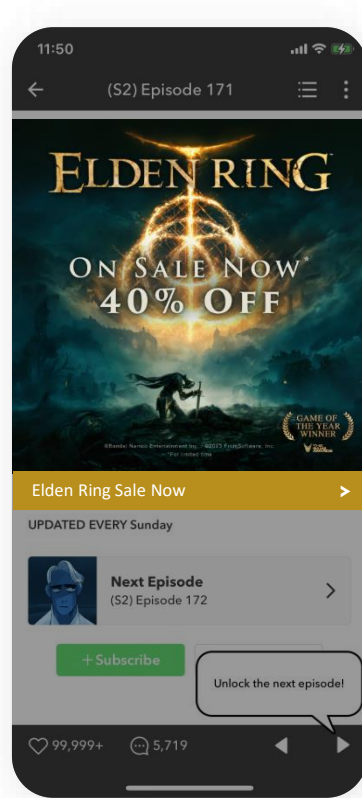✔️ Various placements of Ads leaving a long-lasting impression of your brand

1:1 Video

Full Screen Video (non skip 30 sec)
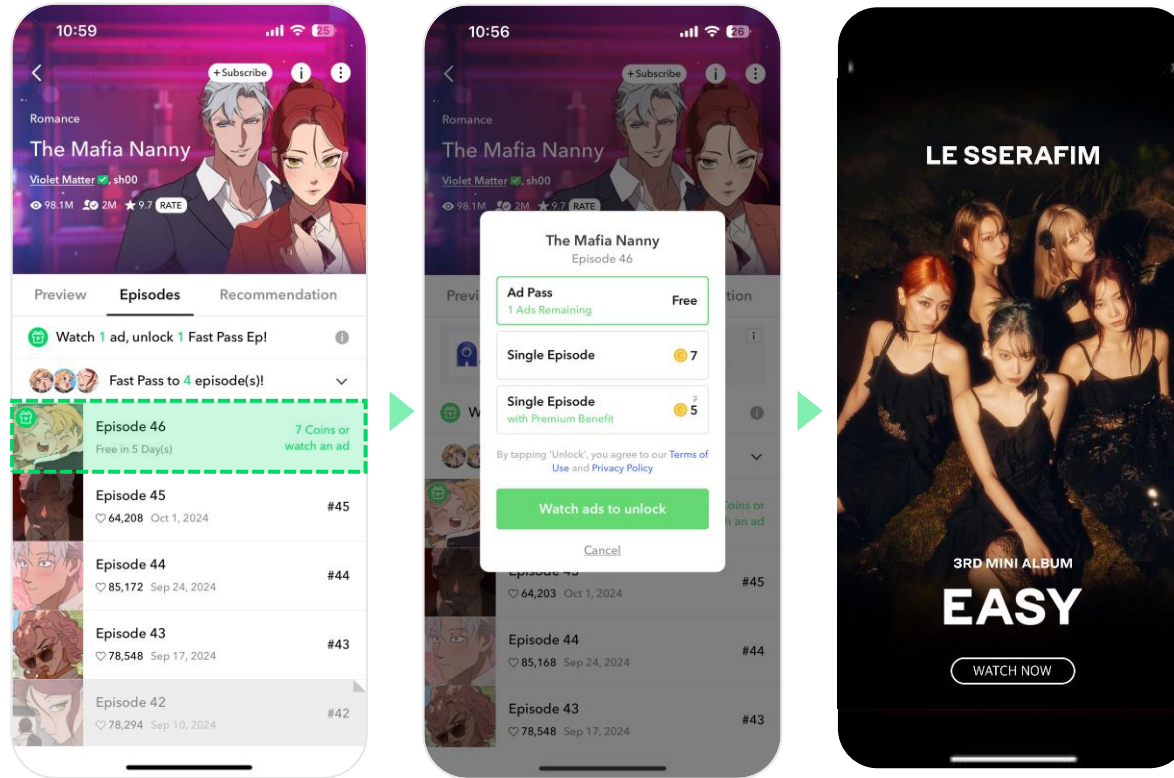
Premium Home AD _ Interactive Video `PSD File`

Placement

❶ Premium Image

Expose the affordance

❷ Video thumbnail image

When swipe the Premium Image, it expands into a video

❸ 16:9 Video

Play the video

❹ Default image

Expose the default image under poor network connection, which doesn't allow video play.

Display Ads : Mobile

Premium Home AD _ Interactive Video `PSD File`

❶ Premium Image
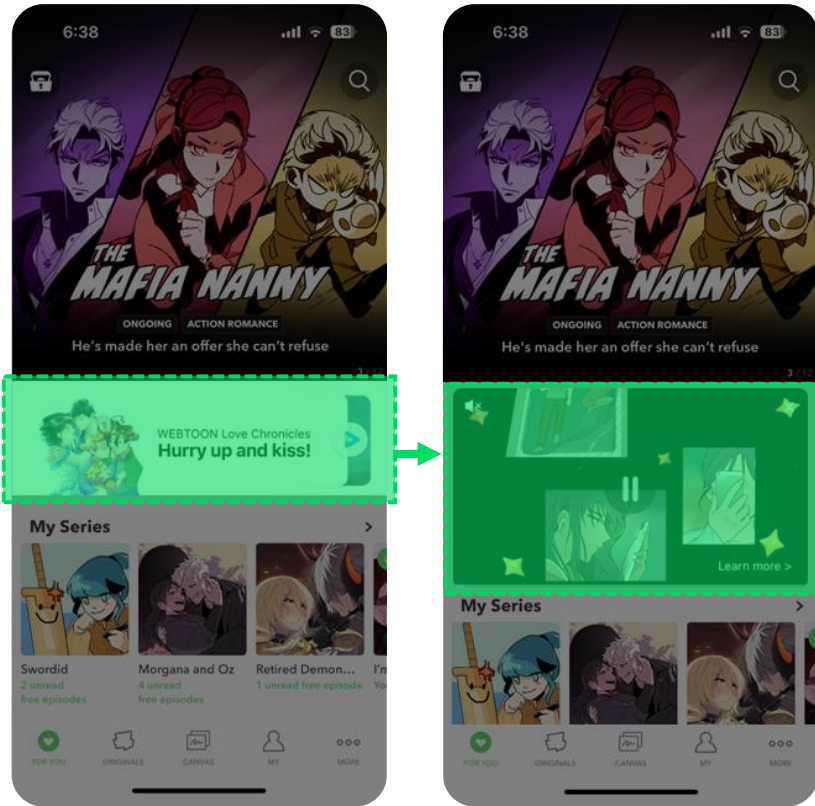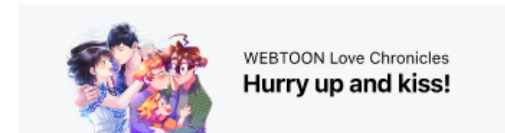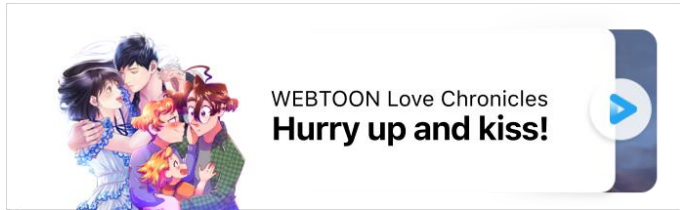
Object area
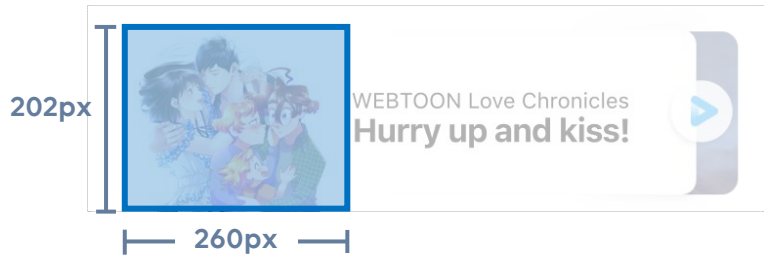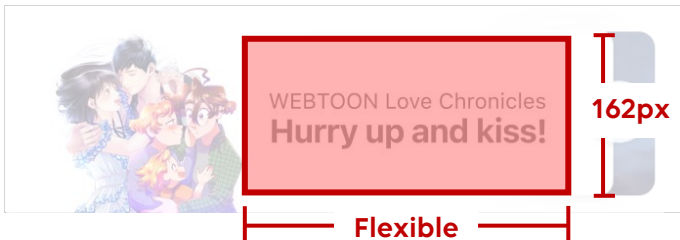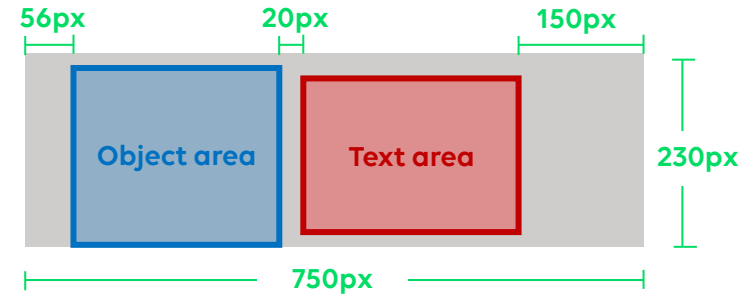
202px

260px

Text area

162px

Flexible

Length & Height (+ Margin)

56px   20px   150px

Object area   Text area

230px

750px

* For detailed guideline, refer to the sample mock-up provided through PSD.

Specifications

File type	File size limit	Length & Height
PNG	< 150KB	750 x 230

* Transparent Background image in PNG format only
* Each Object and Text should be placed within the specified area
* Use visible and readable fonts for copy line
* Brand logo, colored texts are also allowed for Text area
* Call-to-Action button is not allowed to insert

Premium Home AD _ Interactive Video

BAD CASE for Premium Image (750x230)

Opaque background (affordance/video still cuts cannot be seen)

Object image area incompliant with the guide
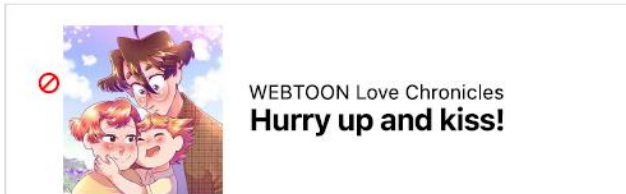
Object image with opaque baackground

Failure to use sample PSD for production of Text & Background type

Text area incompliant with the guide (part of the text may be cropped)

Premium Home AD _ Interactive Video

2 **Video thumbnail image**

Length & Height

640px

360px
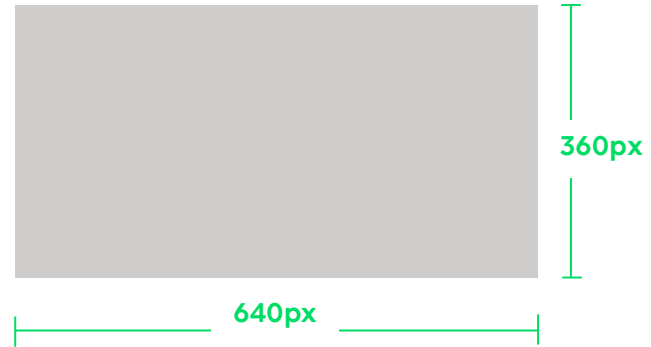
Specifications

File type	File size limit	Length & Height
JPG, PNG	< 150KB	640 x 360

Premium Home AD _ Interactive Video

3 16:9 Video

Length & Height

1080px

1920px
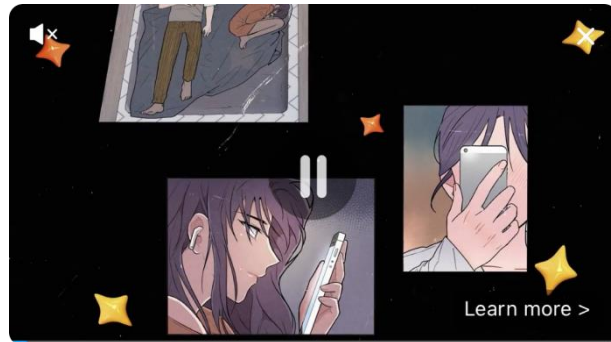
Specifications

File type	File size limit	Length & Height
MP4, AVI, WMV	< 1 Gb / Under 60s* *Make sure not to exceed 60.00 sec	1920 x 1080

* The video should be relevant to the ad message
* Sound must be included

Display Ads : Mobile

Premium Home AD _ Interactive Video   PSD File

④ Default image

WEBTOON Love Chronicles
Hurry up and kiss!
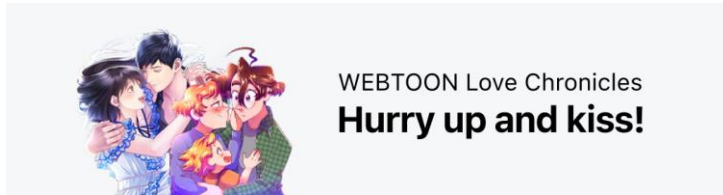
Default Image is exposed under poor network connection, which doesn't allow video play.
Please align its tone and manner with Premium Image by following right-hand guidelines.

Length & Height (+ Margin)
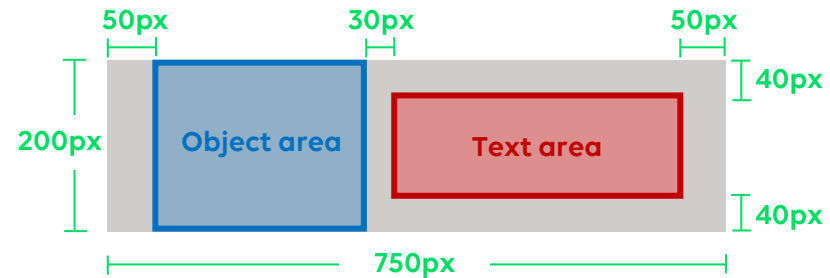
50px   30px   50px

200px

40px

Object area   **Text area**

40px

750px

* For detailed guideline, refer to the sample mock-up provided through PSD.

Specifications

File type	File size limit	Length & Height
PNG	150KB	750 x 200

* Transparent Background image in PNG format only
* The object can be place either on the left-hand side or on the right-hand side
* Use visible and readable fonts for copy line
* Brand logo, colored texts are also allowed for Text area
* Call-to-Action button is not allowed to insert

Premium Home AD _ Interactive Video

BAD CASE for Default Image (750x200)

Opaque background (affordance/video still cuts cannot be seen)
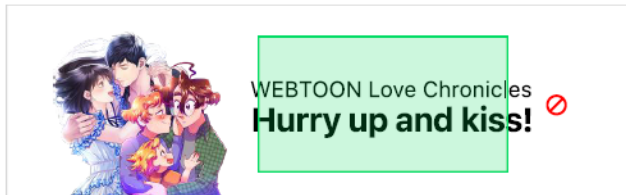

Object image area incompliant with the guide

Object image with opaque baackground

Failure to use sample PSD for production of Text & Background type
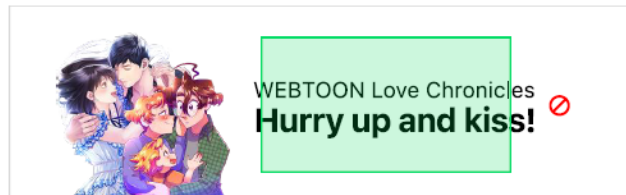
Text area incompliant with the guide (part of the text may be cropped)

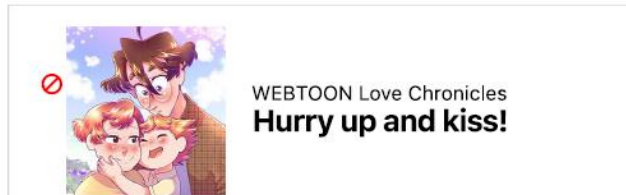# Premium Home AD _ Native Image   PSD File

Placement
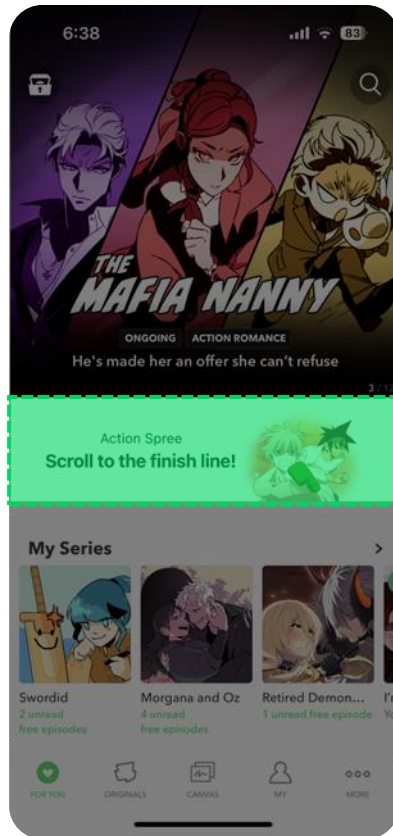
Length & Height (+ Margin)
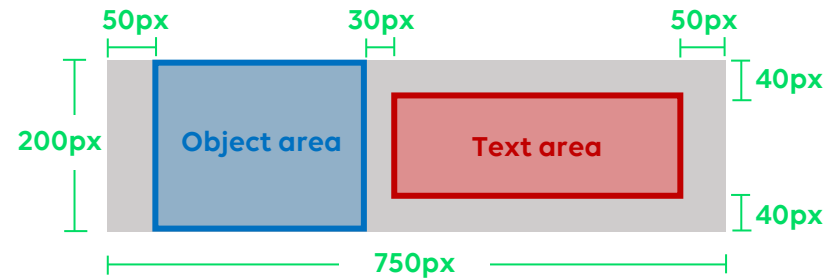
	50px		30px		50px

200px

Object area

Text area

40px

40px

750px

* For detailed guideline, refer to the sample mock-up provided through PSD.

Specifications

File type	File size limit	Length & Height
PNG	150KB	750 x 200

* Transparent Background image in PNG format only
* The object can be place either on the left-hand side or on the right-hand side
* Use visible and readable fonts for copy line
* Brand logo, colored texts are also allowed for Text area
* Call-to-Action button is not allowed to insert

Premium Home AD _ Native Image

BAD CASE for Native Image (750x200)

Opaque background (affordance/video still cuts cannot be seen)

Object image area incompliant with the guide

Object image with opaque baackground

Failure to use sample PSD for production of Text & Background type

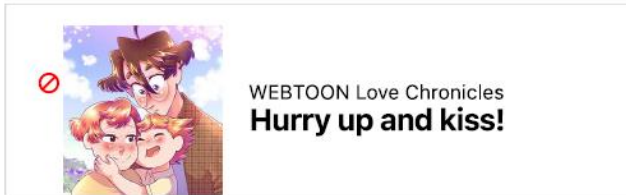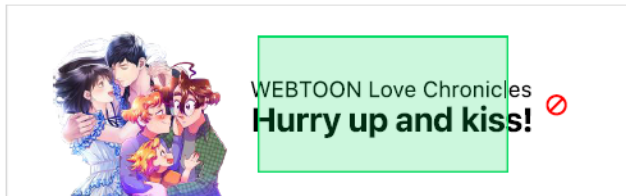Text area incompliant with the guide (part of the text may be cropped)

Display Ads : Mobile

Premium Home AD _ Image Banner

Placement
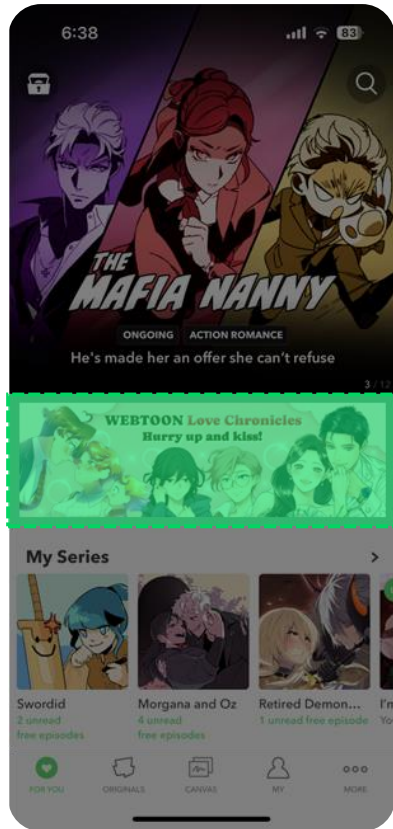
Length & Height

200px

640px

Specifications

File type	File size limit	Length & Height
JPG, PNG	150KB	640 x 200

* 1px border must be applied (Color : #000000, Transparency : 10%)

Premium Home AD _ Image Banner

Text Guides (Recommendation)

Text Placement
Observe the 10px margins on all sides

Font Type
Recommend to use highly readable fonts like Gothics, and 100% ratios for letter length

Text Color
Up to 3 colors are recommended including one basic color and two point-colors.
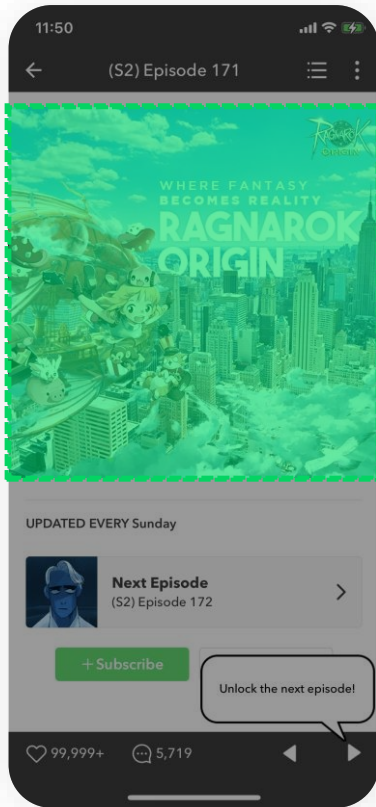(Except for the advertiser logo)

Text Size
Text size should be applied between min 22px and max 70px height
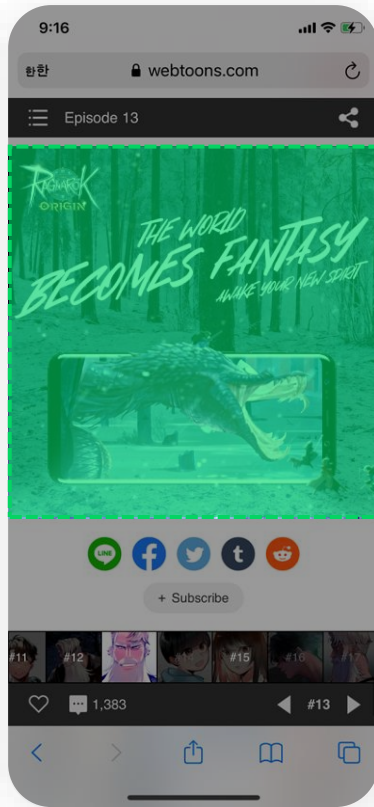The copy will use 2 or max 3 lines except for the logo

Caution
Cannot use top-notch expressions without reliable documents and certificates, when mentioning the competitors and their products

Display Ads : Mobile

In-Viewer

Placement

M.APP

M.WEB

Length & Height
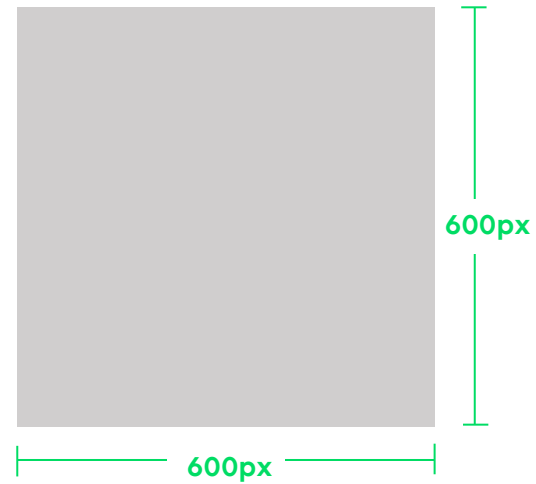
600px

600px

Specifications

File type	File size limit	Length & Height
JPG, PNG	150KB	600x600

* 1px border must be applied (Color : #000000, Transparency : 10%)

Series Home AD

Placement

Length & Height

160px

750px
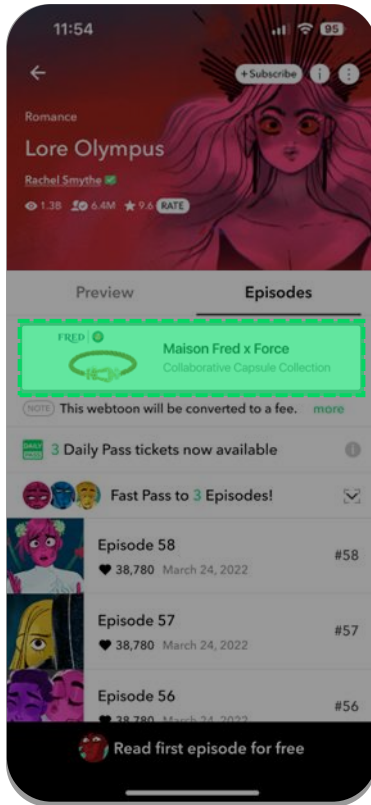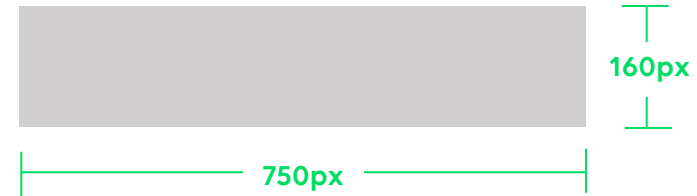
Specifications

File type	File size limit	Length & Height
PNG	150KB	750x160

- Text is placed within the designated area and the copy uses two basic lines
- Text height: Main copy: 30px (Bold) / Sub copy: 26px (Regular)

User Profile _ App only

Placement
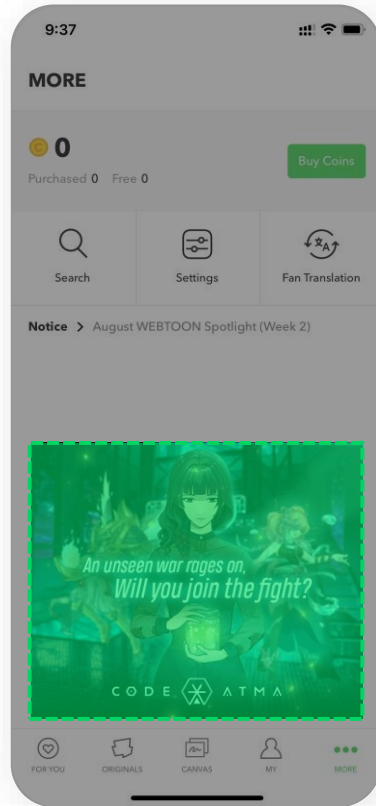
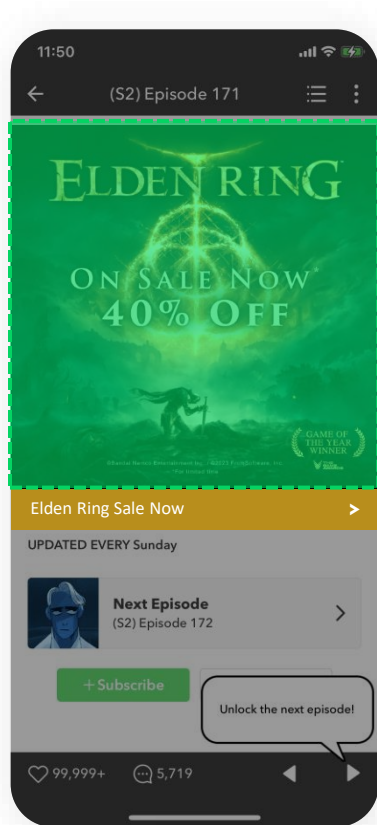**Length & Height**

500px

600px
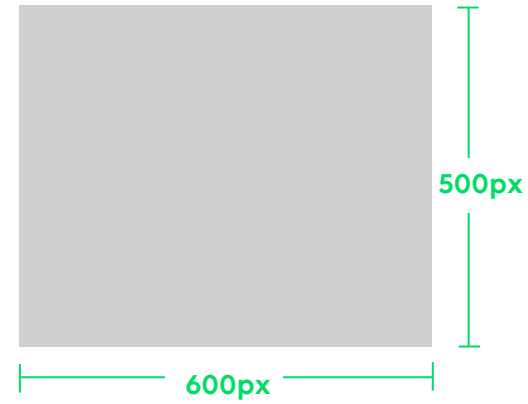
Specifications

File type	File size limit	Length & Height
JPG, PNG	150KB	600x500

* 1px border must be applied (Color : #000000, Transparency : 10%)

Display Ads : Mobile

1:1 Video (In-Viewer)

Placement

Length & Height

600px

600px
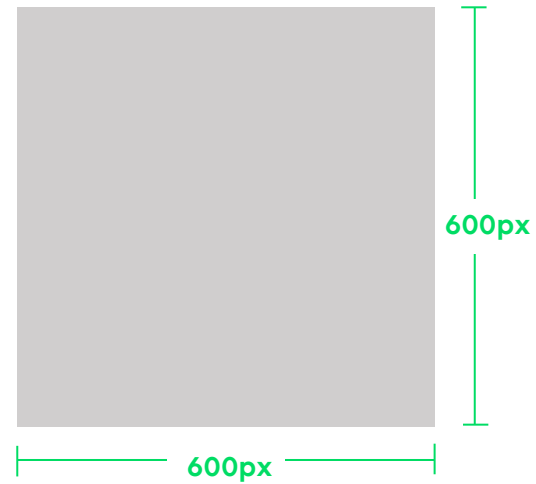
Specifications

	File type	File size limit	Length & Height
Still image	JPG, PNG	150KB	600x600
Video	MP4, AVI	30MB (~15sec)	1 : 1

1:1 Video (In-Viewer)
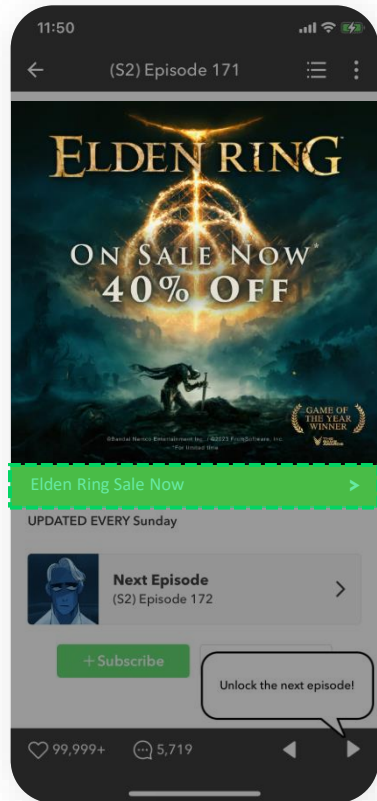
Placement

CTA button option

RED #D14F4F	**OLIVE** #8F9945	**BLUE** #415BAE	**PURPLE** #8456B3	**GRAY** #817F7F
ORANGE #DB792C	**GREEN** #66AA66	**SKY BLUE** #48A1CE	**VIOLET** #AB5BAB	**BLUE GRAY** #8A9BAA
YELLOW #D8B54F	**BLUE GREEN** #409696	**DARK BLUE** #323271	**PINK** #D97597	**DARK GRAY** #383838
BROWN #634238	**KHAKI** #99854B	**CYAN** #2346B6	**MAGENTA** #B44F6C	**CHARCOAL GRAY** #636671
COCOA #976D53	**EVER GREEN** #374E3D	**MINT** #69B8B7	**LAVENDER** #8975B3	**ROSE GRAY** #9E9E93
GOLD #B88E1C	**SEA GREEN** #89B677	**INDIGO** #1C2744	**LILAC** #B099C6	**SKY GRAY** #ACADB0
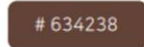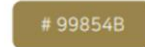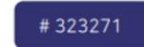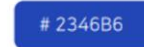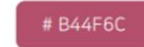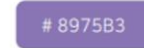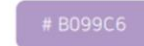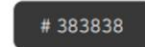
Full Screen Video (non skip 30 sec)

Placement

Length & Height

1920px

1080px
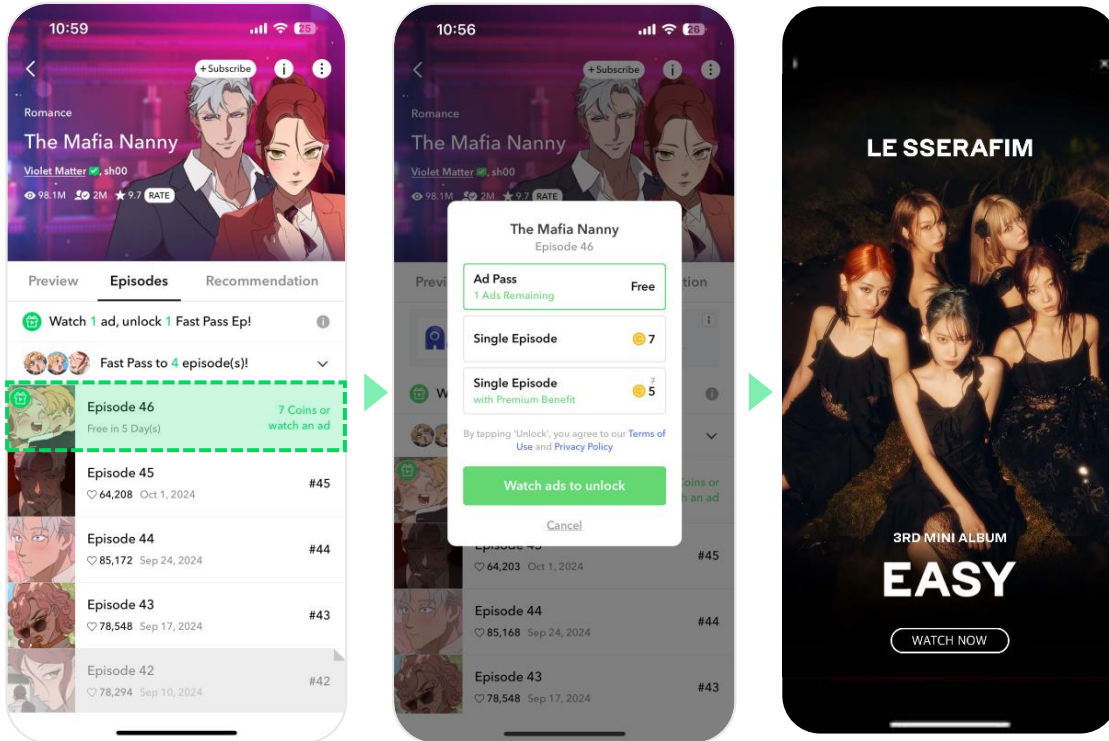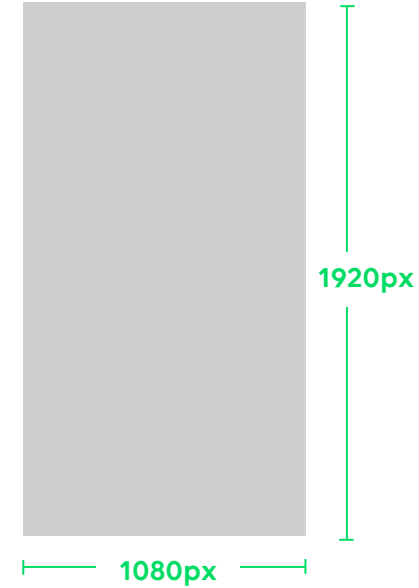
Specifications

	File type	File size limit	Length & Height
Video	MP4	50MB (~30sec)	1080 x 1920
End Card Image	JPG, PNG	5MB	1080 x 1920

Display Ads
Desktop

✔ The asset can be placed on one or more of the below placements

✔ Various placements of Ads leaving a long-lasting impression of your brand

Leaderboard
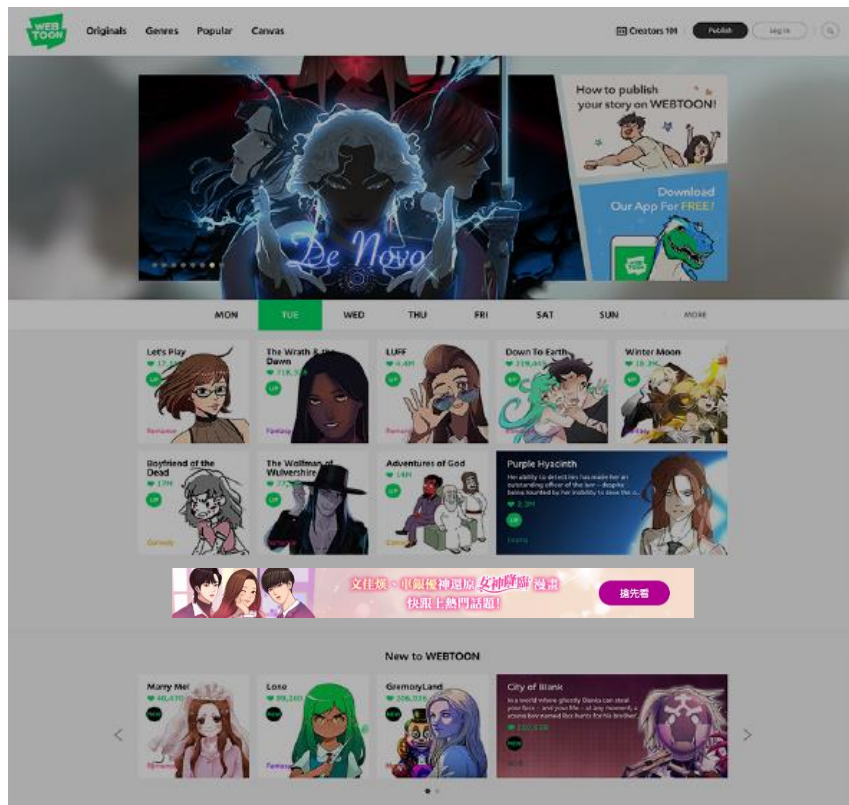
In-Viewer
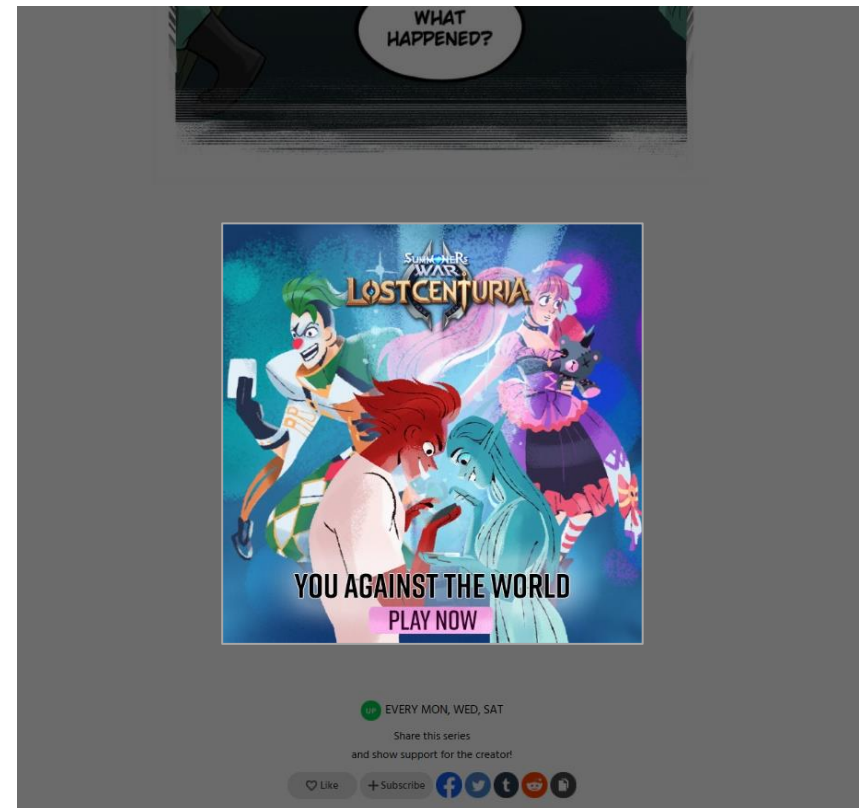
Main Leaderboard

Placement

Length & Height

90px

970px
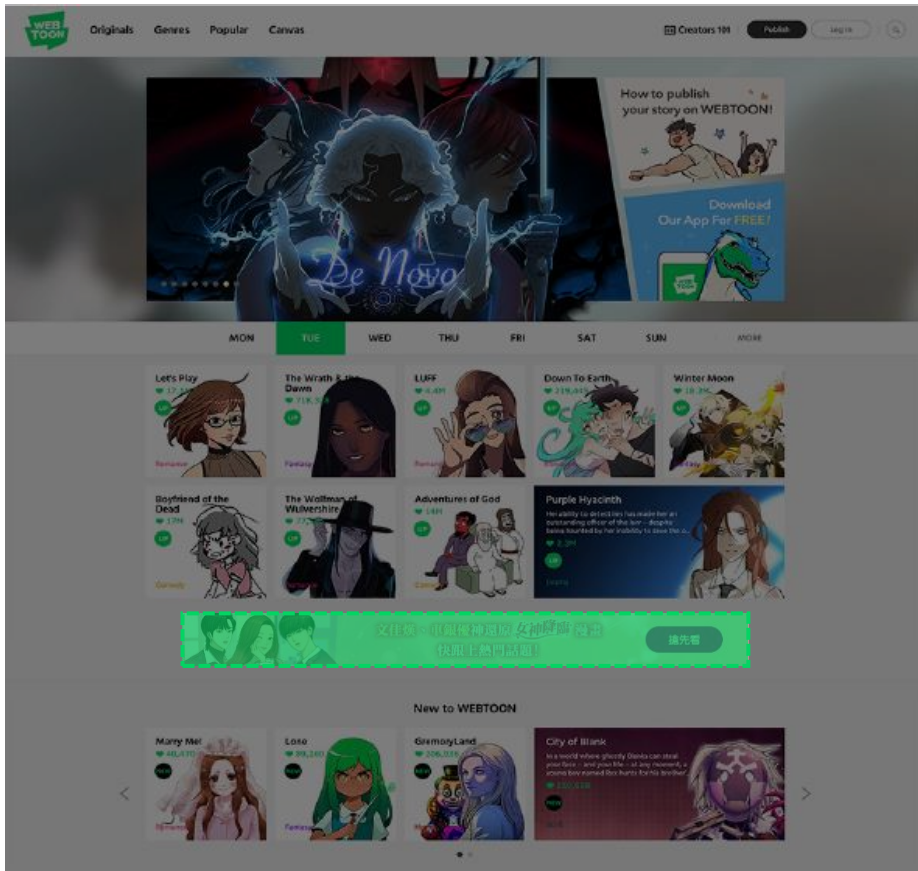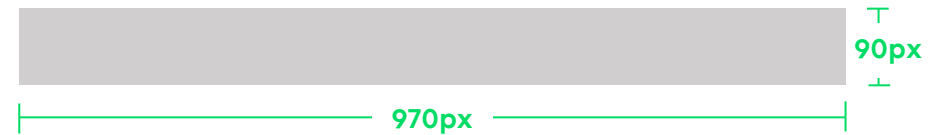
Specifications

File type	File size limit	Length & Height
JPG, PNG	150KB	970x90

 * 1px border must be applied (Color : #000000, Transparency : 10%)
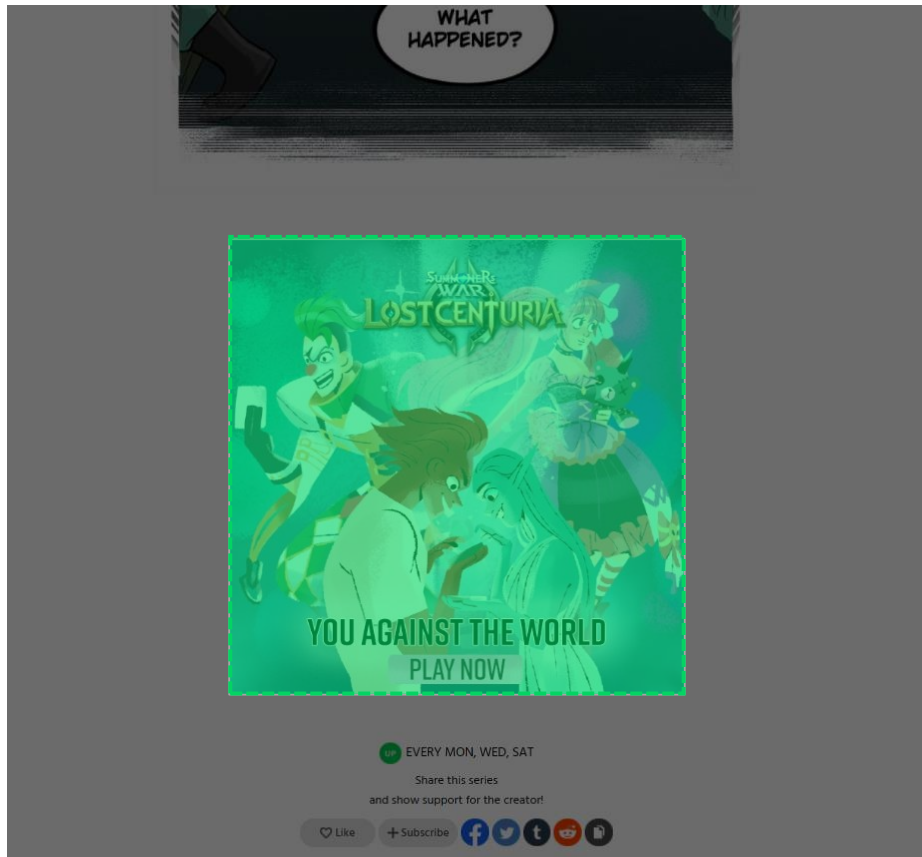
Display Ads : Desktop

In-Viewer

Placement

Length & Height

600px

600px

Specifications

File type	File size limit	Length & Height
JPG, PNG	150KB	600x600

* 1px border must be applied (Color : #000000, Transparency : 10%)

Display Ads Specifications
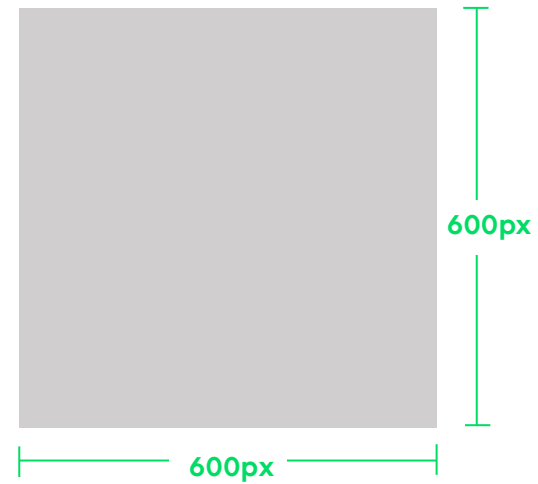
Mobile (App & Web)

* Pixels

Placement	File type	File size limit	Length & Height
Premium Home AD : Native Image	PNG	150KB	750 x 200
Premium Home AD : Banner Image	JPG, PNG	150KB	640 x 200
In-Viewer	JPG, PNG	150KB	Mobile App 600 x 600 Mobile Web 600 x 600
Series Home DA (App only)	PNG	150KB	750x160
User Profile (App only)	JPG, PNG	150KB	600 x 500

Desktop

* Pixels

Placement	File type	File size limit	Length & Height
Leaderboard	JPG, PNG	150KB	970x90
In-Viewer	Image JPG, PNG	Image 150KB	600 x 600

Video Ad Specifications

Premium Home Ad _ Interactive Video

Asset	16 : 9 video
File type	MP4, AVI, WMV, MPG, MPEG
File size	Max. 1GB (internally encoded)
Video length	Up to 60 seconds of playtime. but the recommended length is up to 30 seconds. * Please make sure not to exceed 60.00 sec
Size ratio	W1920px * H1080px

Asset	File type	File size limit	Length & Height
Premium image	PNG	150KB	750 x 230
Video still cut	JPG, PNG	150KB	640 x 360
Default Image	PNG	150KB	750 x 200

PSD File

- The video should be relevant to the ad message
- Sound must be included

Video Ad Specifications

1:1 Video (In-Viewer)

| Ad type	1:1 Video
File type	MP4, 3GPP, MOV or AVI
File size	Max. 30 MB
Video length	The length can exceed 15 sec, but the recommended length is up to 15 seconds.
Size ratio	1:1

Full Screen Non Skip Video

Ad type	Rewarded Video
File type	MP4
File size	Max. 50 MB
Video length	The recommended length is up to 30 seconds. Videos that are up to 30 seconds are non-skippable. The length can exceed 30 sec, but users will be able to skip the video after 30 sec.
Size ratio	1080 x 1920

- Our ad server adjusts the video quality automatically if the file size is too large.
- Files that do not fit in the ratio will be automatically adjusted to 4:3 ratio.
- Expandable and Interstitial videos are prohibited.

Display Ads: Recommended

In-Viewer
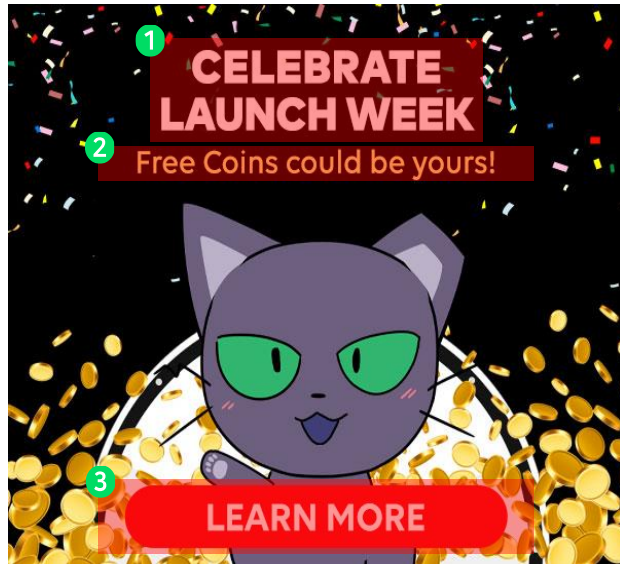
1 Headline copy or Brand logo
2 Sub-head
3 Call-to-Action Button

Main-mid & Leaderboard

1 Headline copy or Brand logo
2 Sub-head
3 (Optional) Call-to-Action Button

Caution

Cannot use top-notch expressions without reliable documents and certificates, when mentioning the competitors and their products

E.O.D

WEBTOON