

# WEBTOON

## Creative Process Guideline

2023.01

# WEBTOON

## Creative Process Guideline

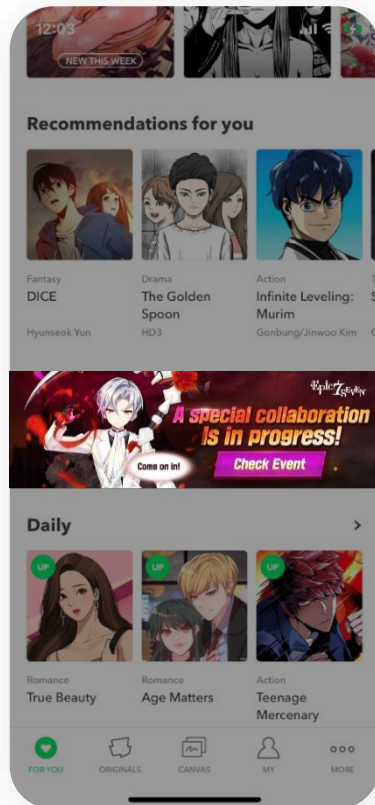
- [Display Ads \(DA\)](#)
- [Branded Epilogue \(BEP\)](#)
- [Branded WEBTOON \(BWT\)](#)

# Display Ads (DA)

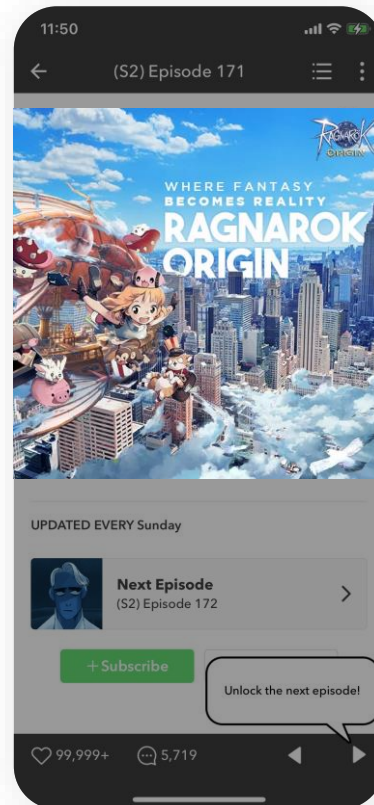
# Display Ads Mobile

- ✓ 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

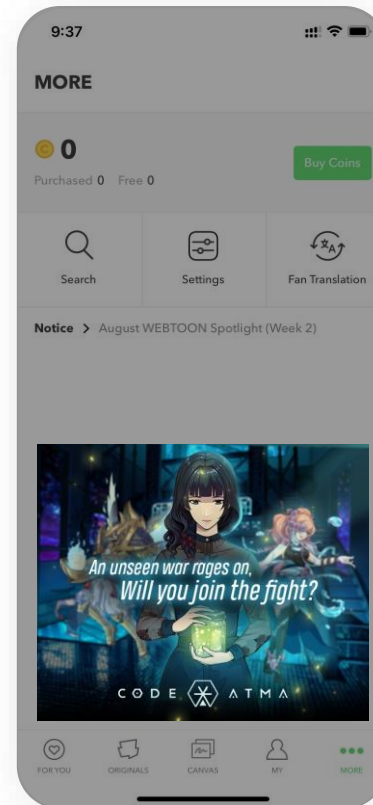
Main-mid



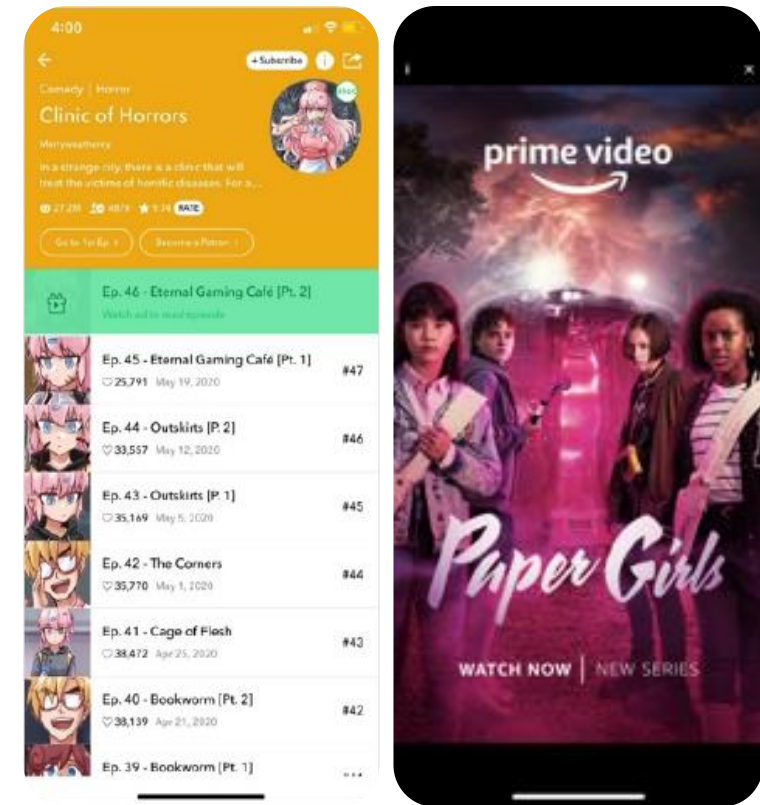
In-Viewer



User Profile

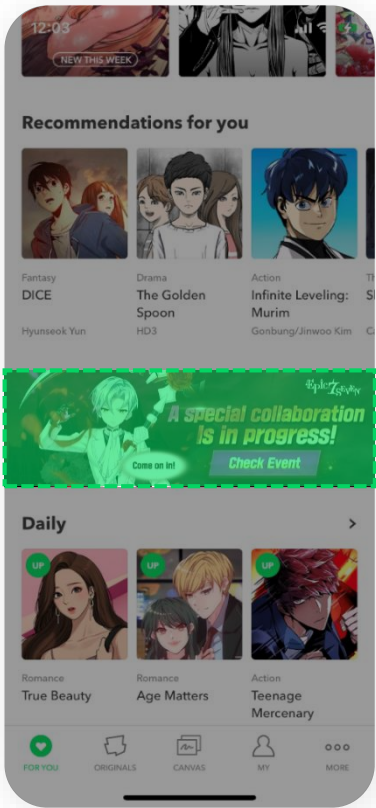
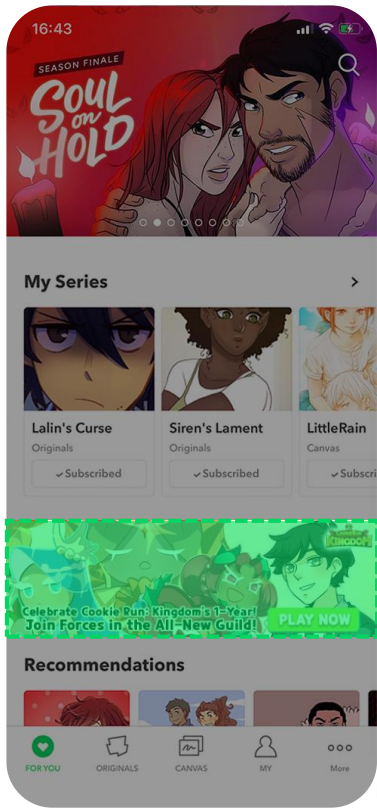


Full Screen Video (non skip 30 sec)

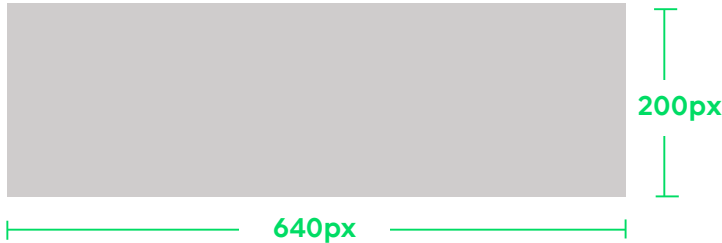


Main-mid

Placement



Length & Height

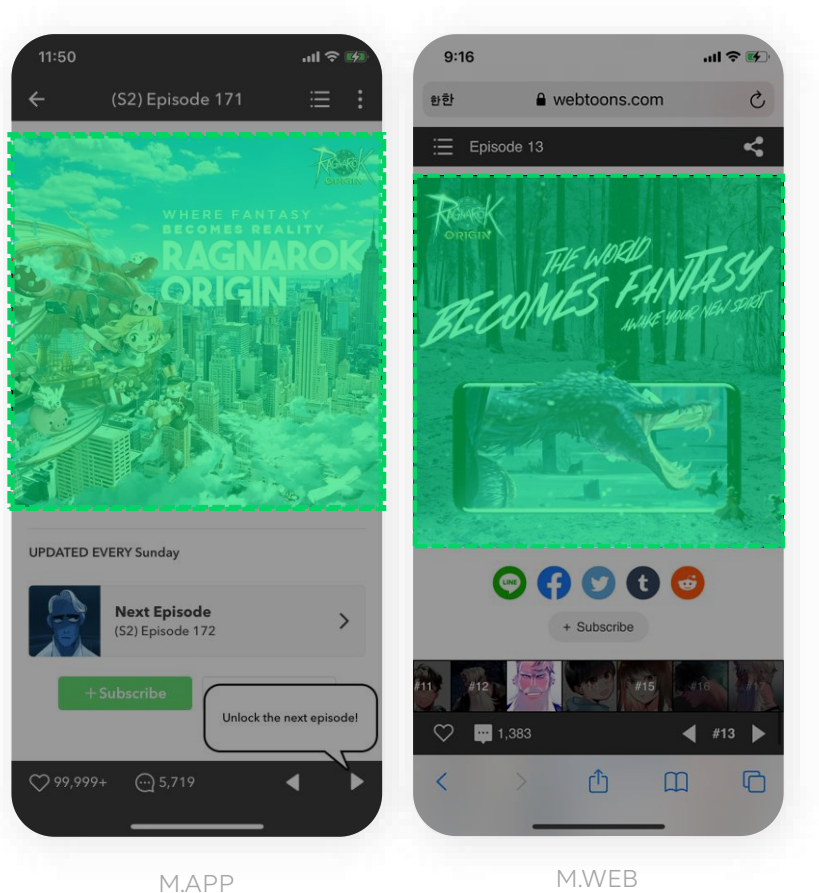


Specifications

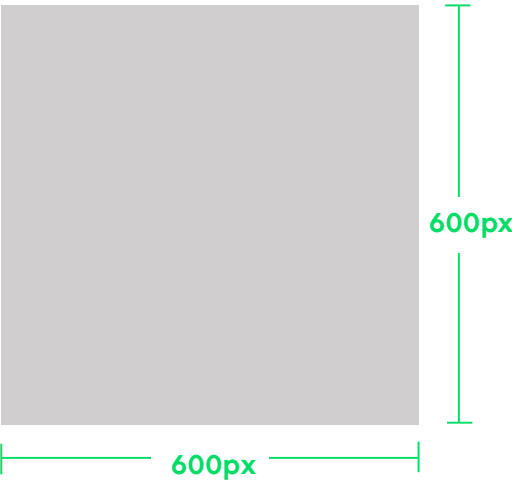
File type	File size limit	Length & Height
JPG, PNG	150KB	640 x 200

In-Viewer

Placement



Length & Height

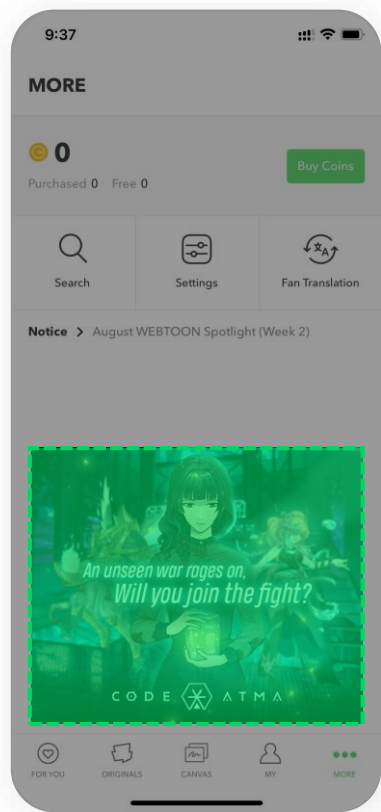


Specifications

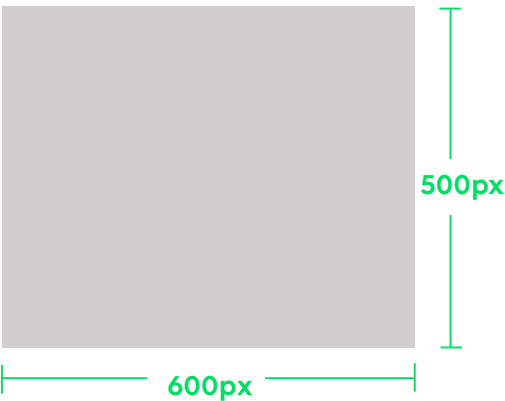
File type	File size limit	Length & Height
JPG, PNG	150KB	600x600

User Profile \_ App only

Placement



Length & Height

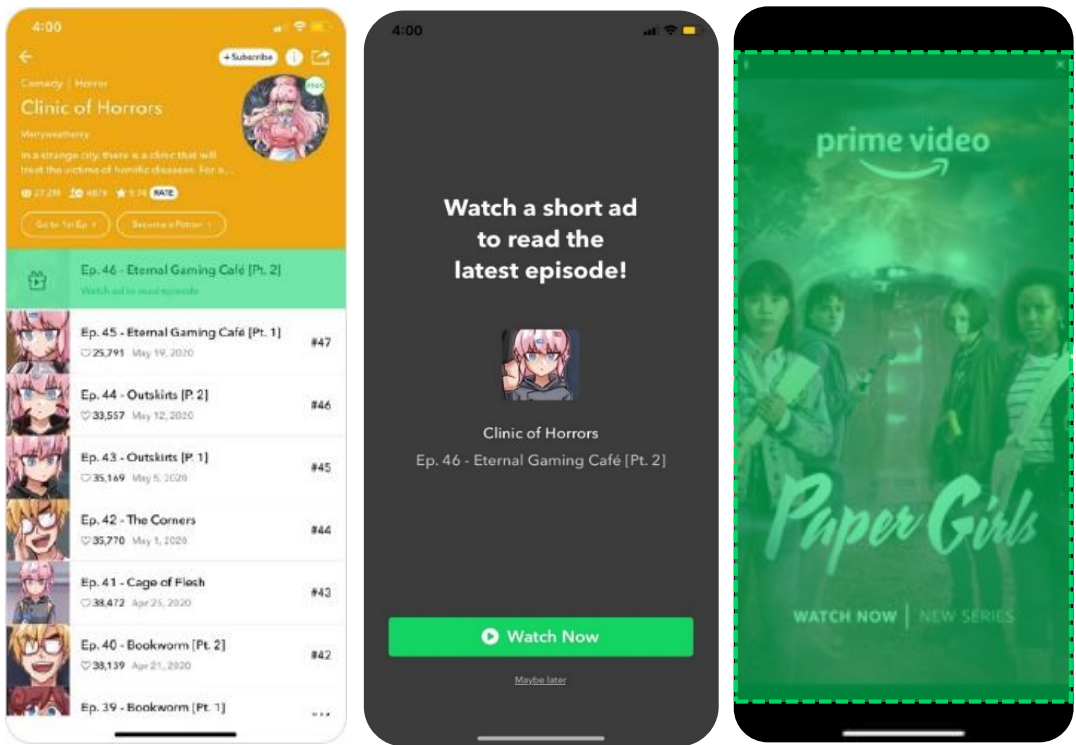


Specifications

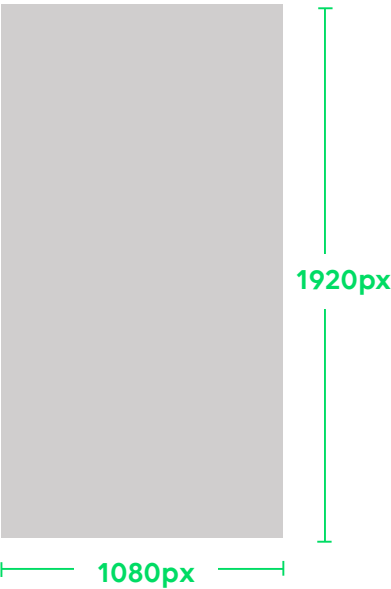
File type	File size limit	Length & Height
JPG, PNG	150KB	600x500

Full Screen Video (non skip 30 sec)

Placement



Length & Height



Specifications

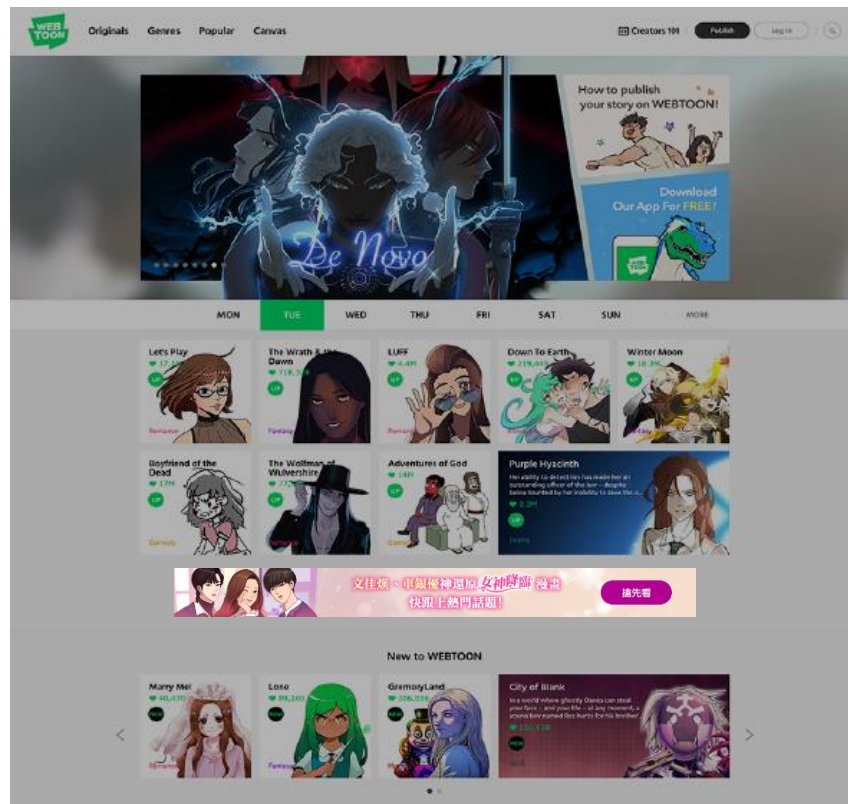
File type	File size limit	Length & Height
MP4, AVI	50MB ( ~30sec )	1080 x 1920



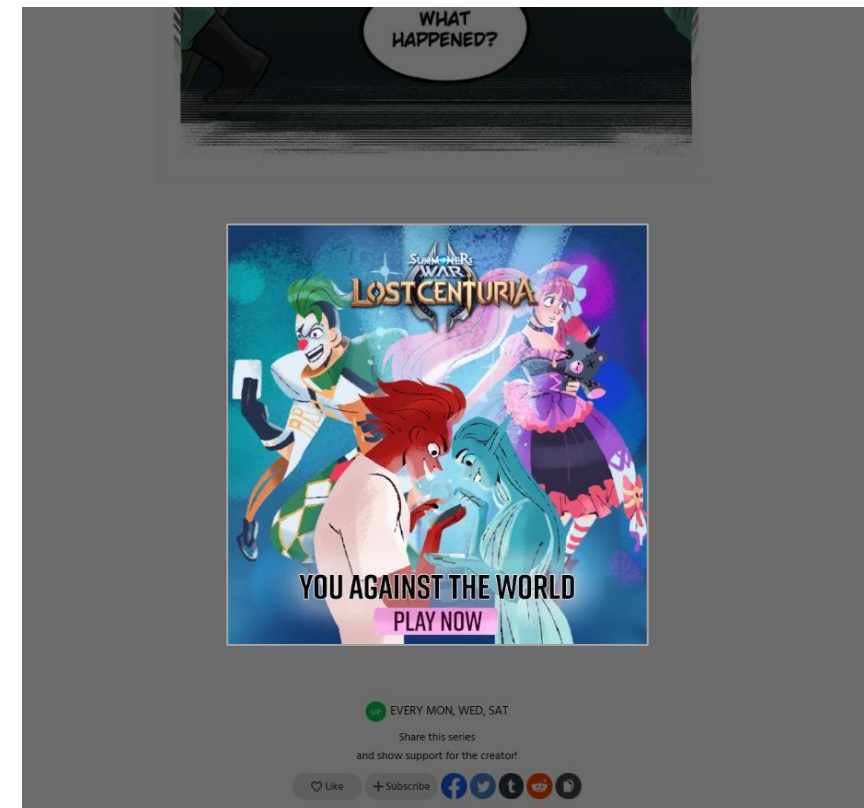
# Display Ads Desktop

- ✓ 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

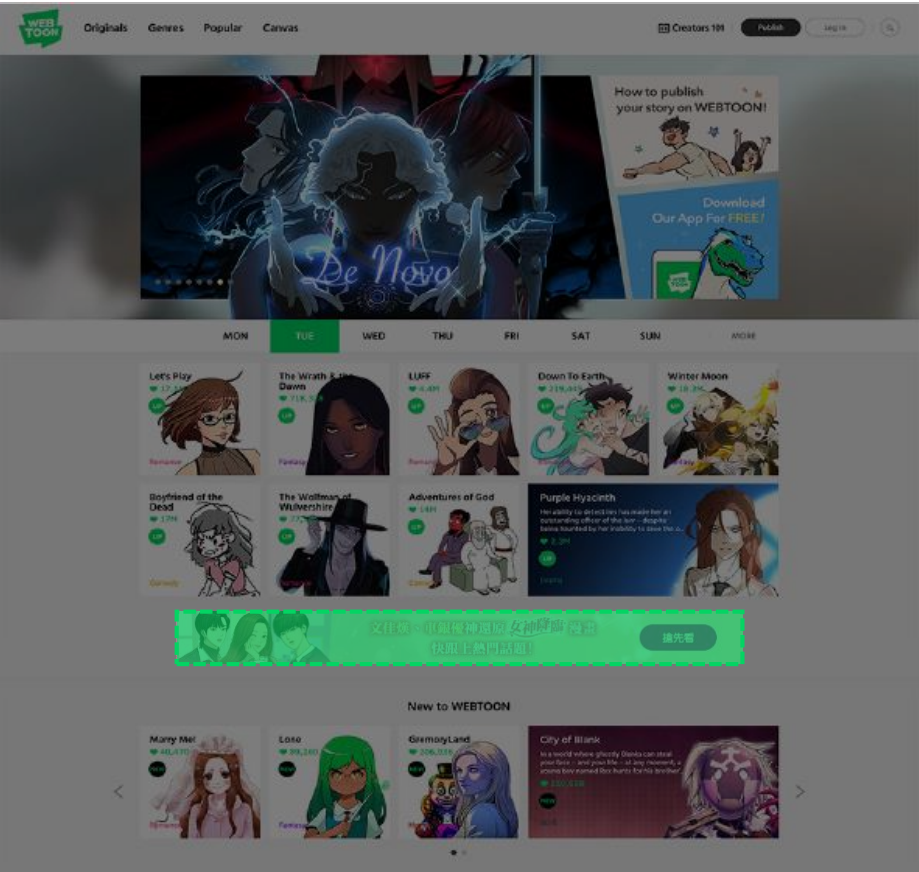


## In-Viewer



Main Leaderboard

Placement



Length & Height

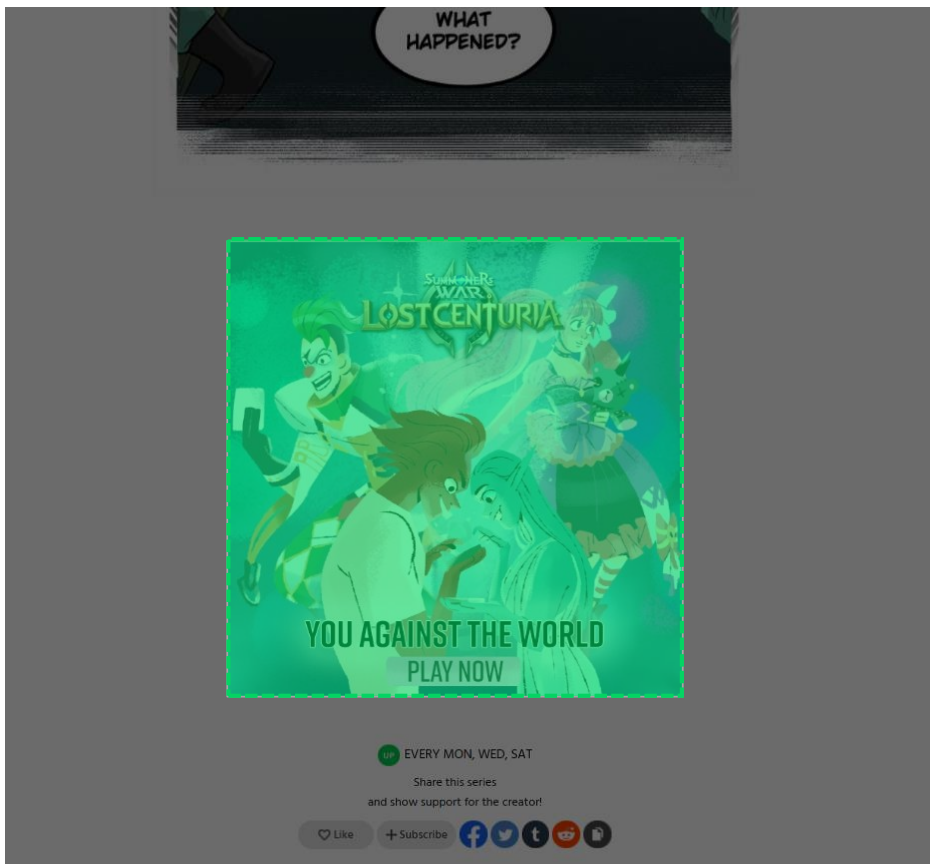


Specifications

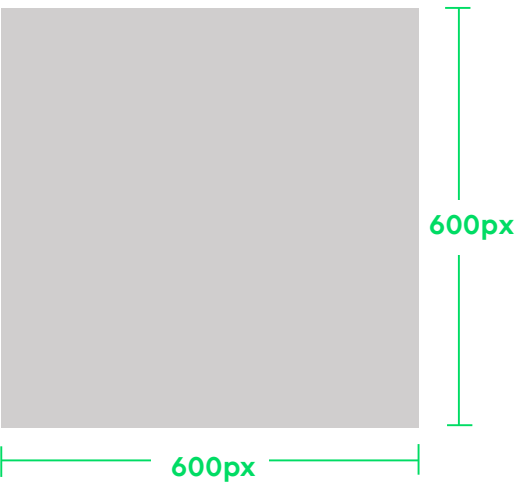
File type	File size limit	Length & Height
JPG, PNG	150KB	970x90

In-Viewer

Placement



Length & Height



Specifications

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

Mobile (App & Web) \* Pixels

Placement	File type	File size limit	Length & Height
Main	JPG, PNG	150KB	640 x 200
InViewer	JPG, PNG	150KB	Mobile App 600 x 600  Mobile Web 600 x 600
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

Full Screen Non Skip Video

Ad type	Rewarded Video
File type	MP4, 3GPP, MOV or AVI
File size	Max. 50 MB
Video length	<p>The recommended length is up to 30 seconds.</p> <p>Videos that are up to 30 seconds are non-skippable.</p> <p>The length can exceed 30 sec, but users will be able to skip the video after 30 sec.</p>
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.

# Branded Epilogue (BEP)

# Branded Epilogue BEP Story

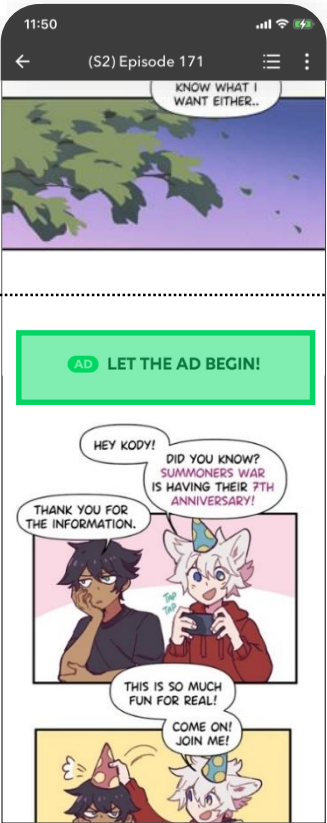
- ✓ High user-engagement with characters and plots that are already familiar to readers
- ✓ Creator-made banner maximizing CTR and CVR

## Placement

## Specifications

Part	Length & Height
STORY	700 x Max. 5,000 ( Consists of 5-8 panels )
BANNER	600 x 600

Main Story Finished



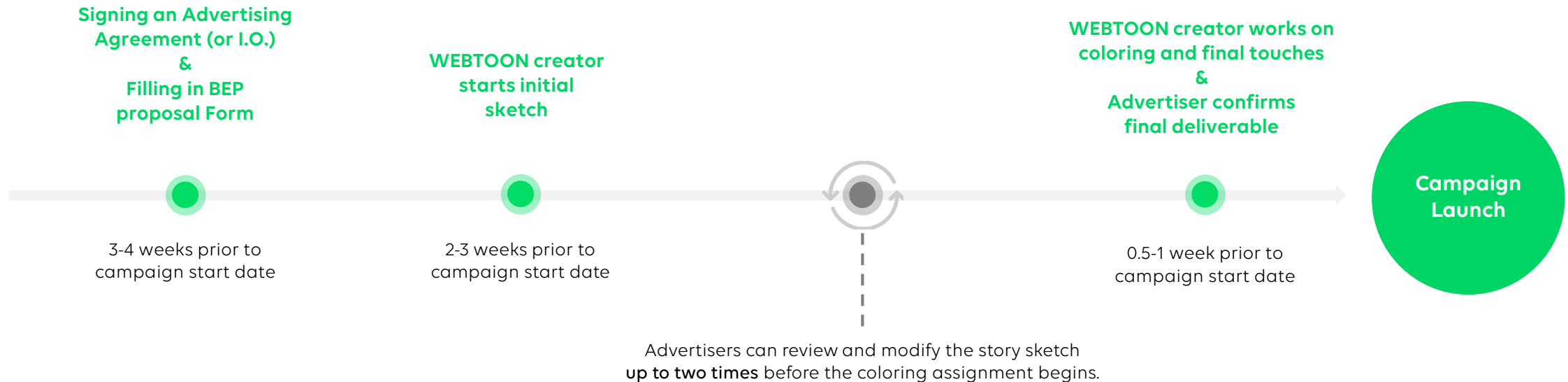
**STORY PART**  
 Branded Epilogue comes as a short bonus story after a regular episode

**BANNER PART**  
 Creator-made banner is placed after the Branded Epilogue

## Branded Epilogue: Production Timeline



- ✓ Please consult with WEBTOON Ads **at least three (3) weeks** prior to the campaign start date.
- ✓ Specify key marketing elements in the **BEP Proposal** so that our creators can illustrate your request. (Click [here](#) to download)



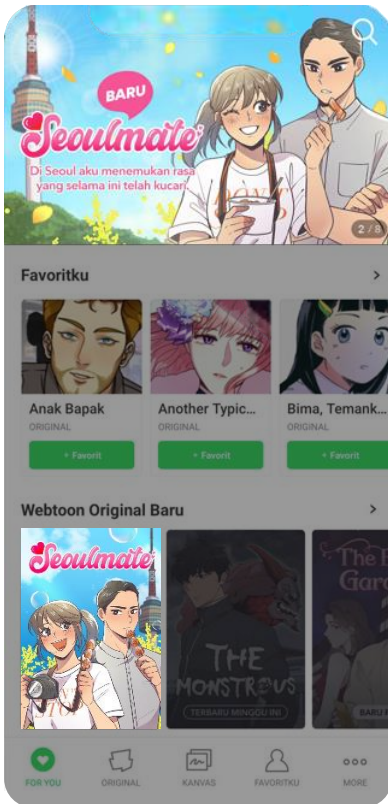


# Branded Webtoon (BWT)

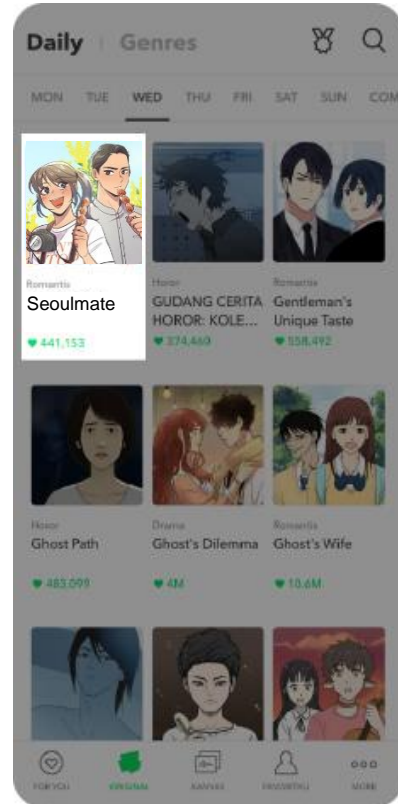
# BWT Branded Webtoon

- ✓ High user-engagement with characters and plots that are already familiar to readers
- ✓ The package is offered with exclusive marketing activities

Main page



Title Page



Episode list



Branded episodes



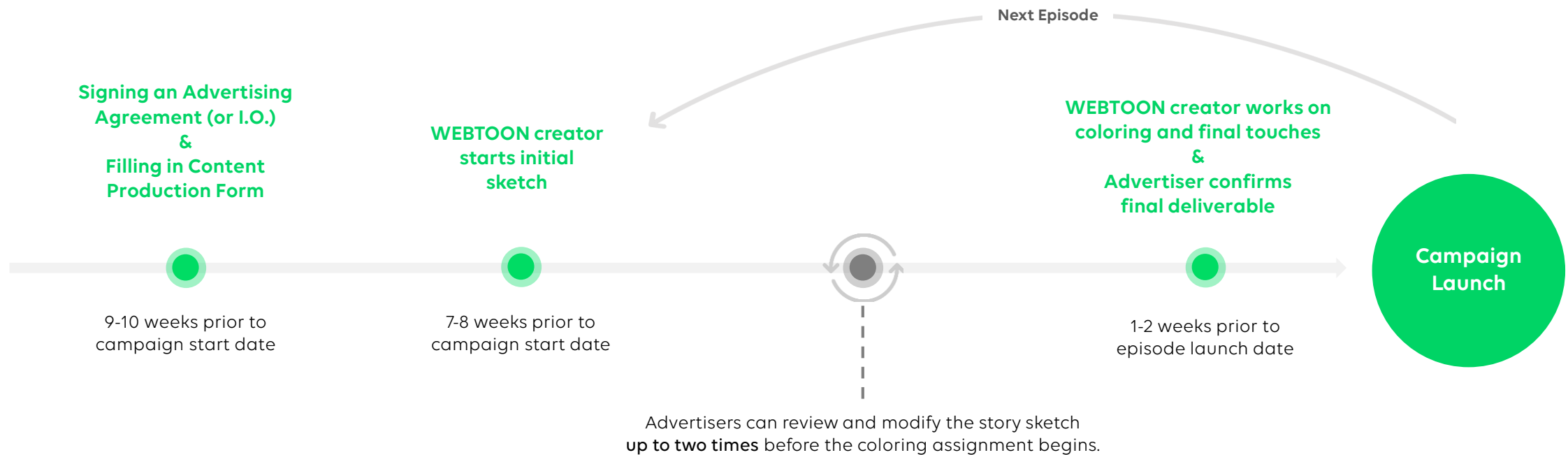
Creator-made banner



## Branded Webtoon: Production Timeline



- ✓ Please consult with WEBTOON Ads at least **seven to eight (7-8) weeks** prior to the campaign start date.
- ✓ Specify key marketing elements in the **Content Production Form** so that our creators can illustrate your request. (Click [here](#) to download)
- ✓ Contact your WEBTOON account manager or [webtoonads@webtoons.com](mailto:webtoonads@webtoons.com) for further guidelines.



# Branded Webtoon: Content Production Form

SAMPLE



## Content Production Form

Date: 12.Jan.20

Required	Product and/or service to be advertised  Category: Foods Brand Name: SS Company Product Name: XX Cookie
Required	Desired campaign start date End of April
Required	Target Region / Country United States
Required	Preferred WEBTOON series you wish to work with Mixture of seven (7) different authors within the budget of 50K USD, Preferably creators of - Gourmet Hound, The Adventures of God, Witch Creek Road and Edith
Required	Preferred launch cycle (i.e. featuring each episode on a daily or weekly basis) On every Friday from 17th April; or, On a daily basis, preferably from 17th April (Friday)
Required	Please elaborate marketing elements and goals 1) XX's brand new flavor with its health benefits 1) Company mascot that comes along with the new Cookie
Optional	Please elaborate specific theme of the Branded Webtoon, if any: A heartwarming series that brands XX cookies, where they act as a catalyst for family union, friendship and companionship. An anthology of seven episodes that feature XX Cookies in its story-telling.
Optional	Will there be any specific color, font and/or other elements required to be used for Branded WEBTOON? The specific package design to be provided

Advertisers may choose to work with a single or multiple creators.

Based on the Content Production Form, our creators and editors will accommodate your marketing needs as much as they can.

Click [here](#) to download the form.

**E.O.D**