

Premium Home Ad

— Production Guide For Native Image



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Premium Home Ad - Native Image overview

- This product is a high-visibility banner that appears immediately upon entering the app main page. Since the banner is displayed in highly noticeable slots that can effectively capture user attention, the ad will be seamlessly communicated to the user along with the service content.
- Premium Home Ad consists of 1) objects without background and 2) ad copy, and needs to present the key message in the most visually effective way possible. (please refer to the recommendation guide based on test results of various advertisers’ assets)

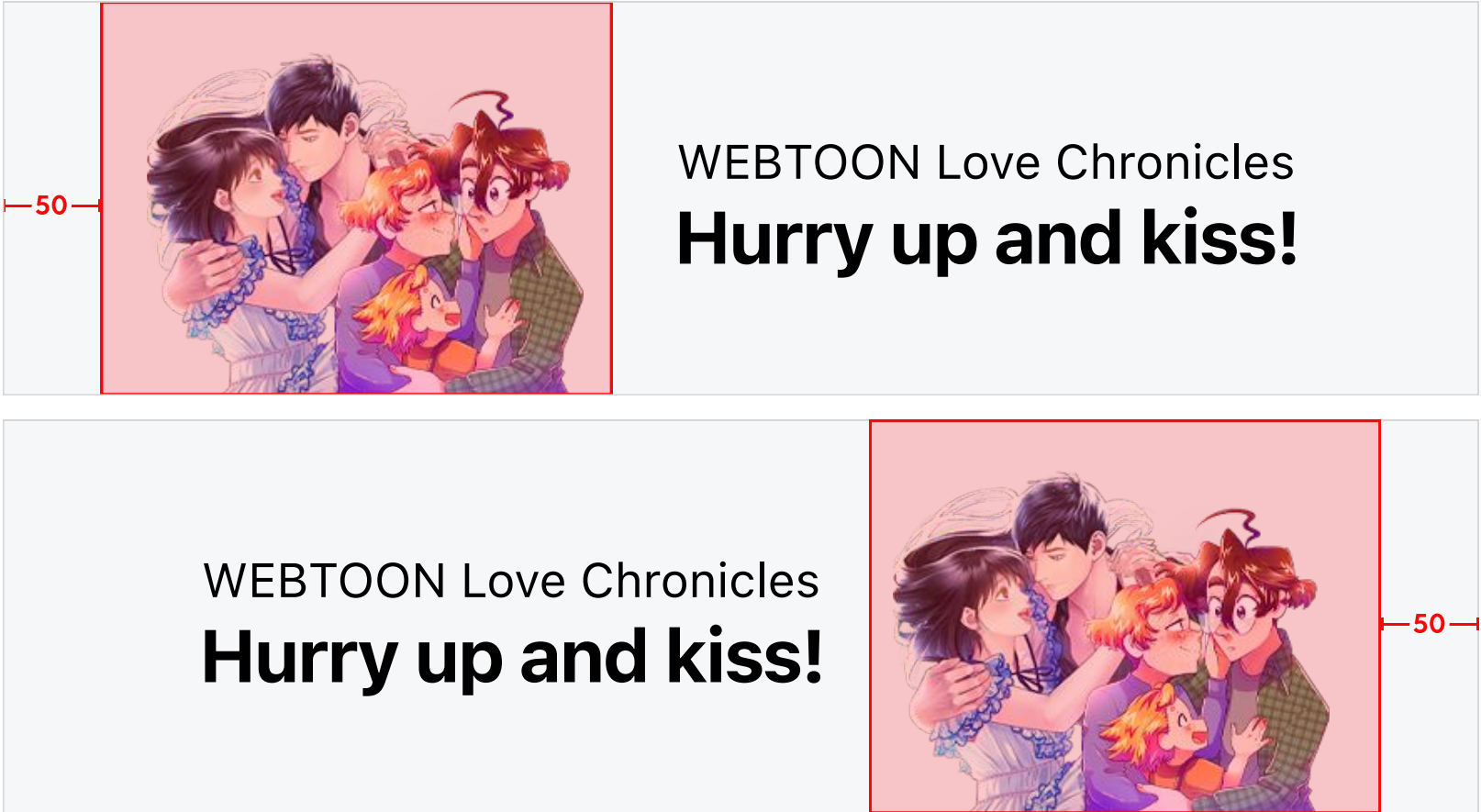
Premium Home Ad - Native Image information

Image dimensions	W750px * H200px (refer to PSD sample)
Image size	Max. 150KB
File format	PNG (only images with transparent background are allowed)
Required asset	One PNG image consisting of ad object image & text
Note	Obscene, vulgar images and copies that infringe upon third-party rights, incl. publicity rights, copyrights, trademarks, etc. are not allowed.

Background : create a transparent background and save it in PNG format (background color will be automatically applied. Light mode #F5F7F9 / Dark mode: #C7C9D5)



Object : Max. W260*H200; the object can be placed either on the left hand side or on the right hand side.

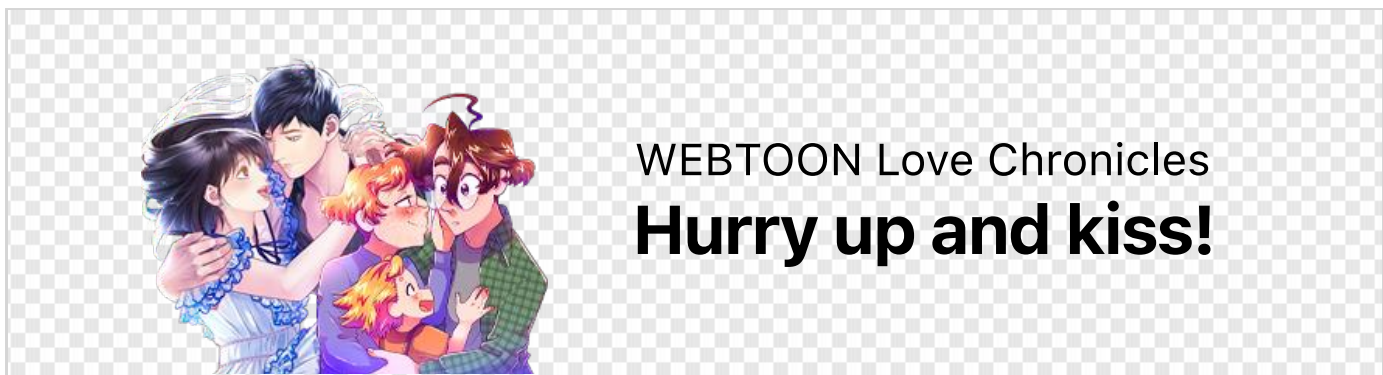


Text : there should be a blank space to both the top and the bottom (40px) and the left and the right (50px); also, min 30px margin is needed between the object and the text, and the text needs to be flexibly inserted within the remaining space



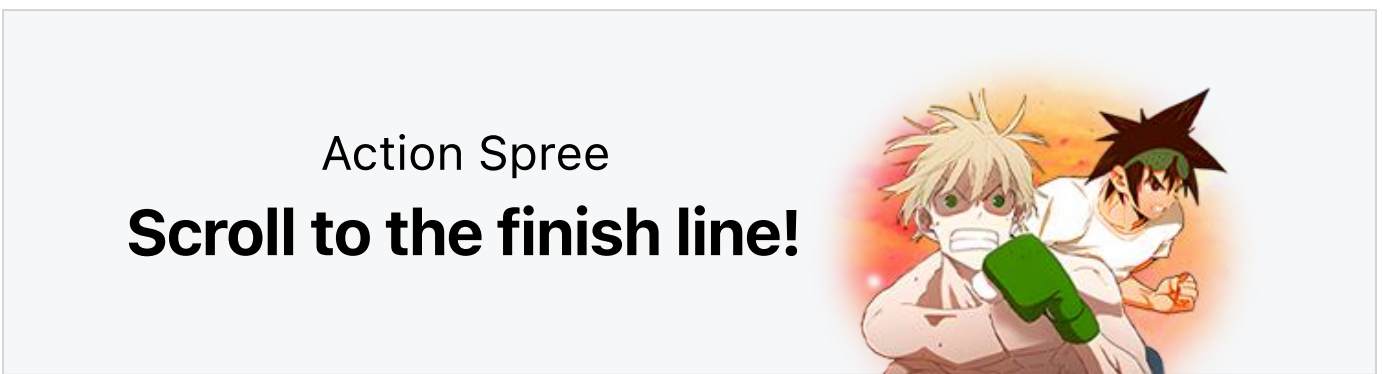
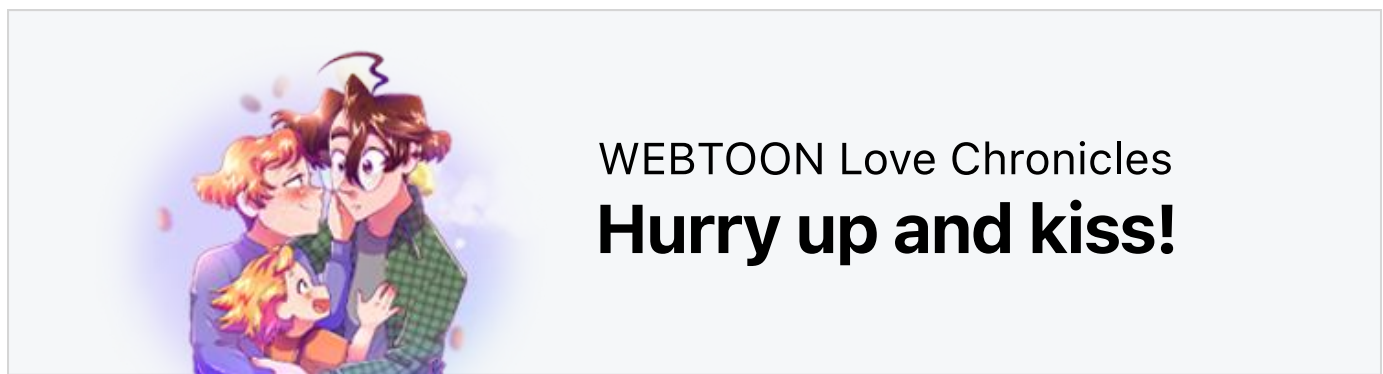
1 Object without Background

- Only transparent background can be used, according to the object application guide.



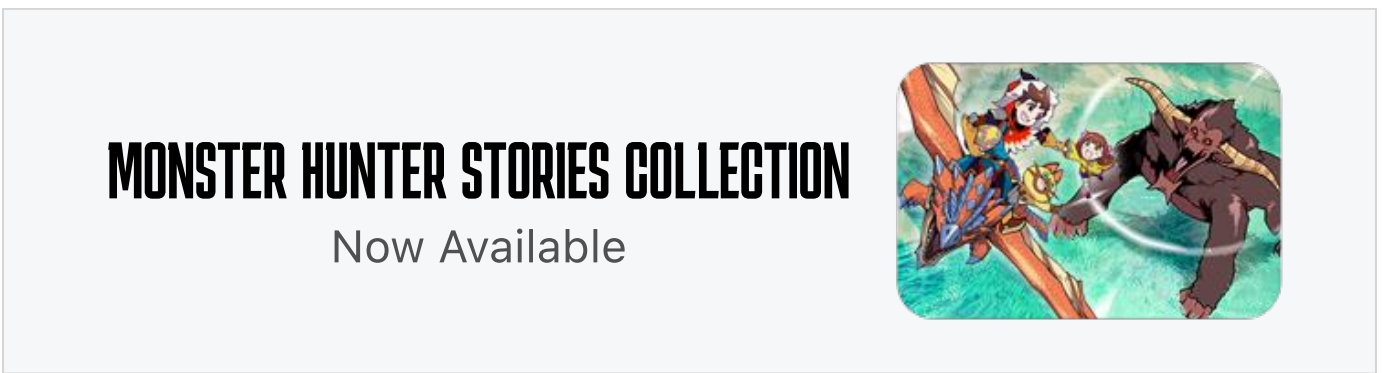
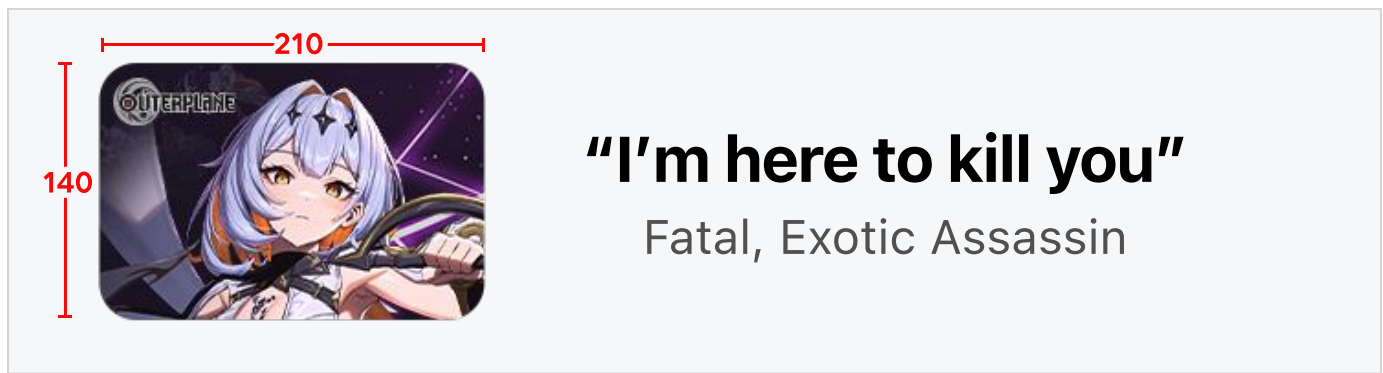
2 Object with Background

- A backgrounded object can be produced to better convey the feel of the asset.
- Please use the sample file for production of Object with Background.



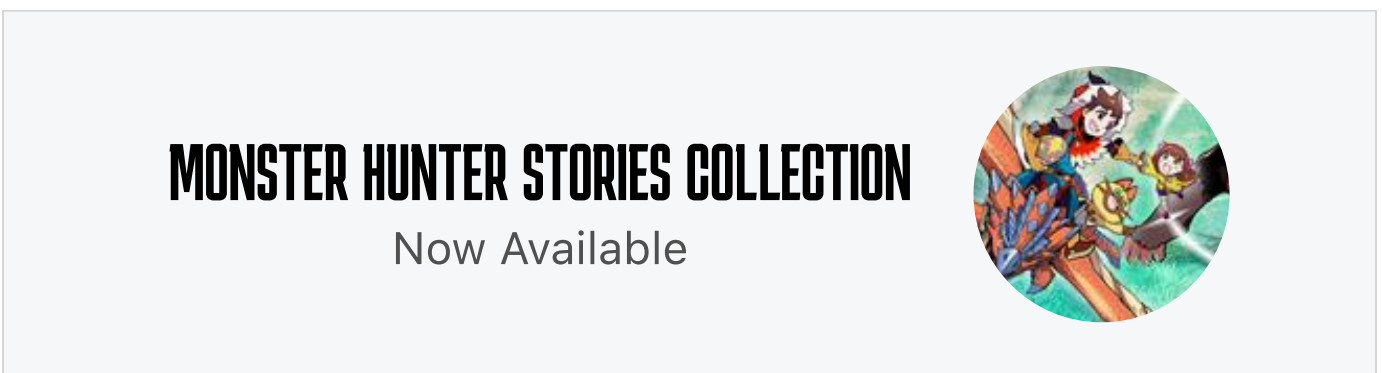
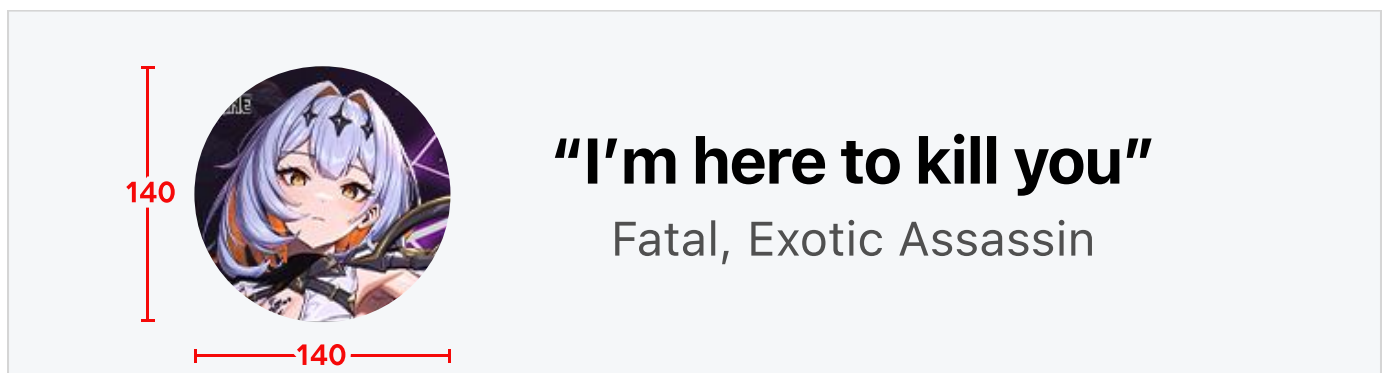
3 Rounded Square Thumbnail

- It is possible to insert a 210*140 (1.5:1 ratio) thumbnail, according to the dimensions specified in the guide.
- Please use the sample file for production of Rounded Square Thumbnail.



4 Circular Thumbnail

- It is possible to insert a 140*140 (1:1 ratio) thumbnail, according to the dimensions specified in the guide.
- Please use the sample file for production of Circular Thumbnail.



1 Text font & color

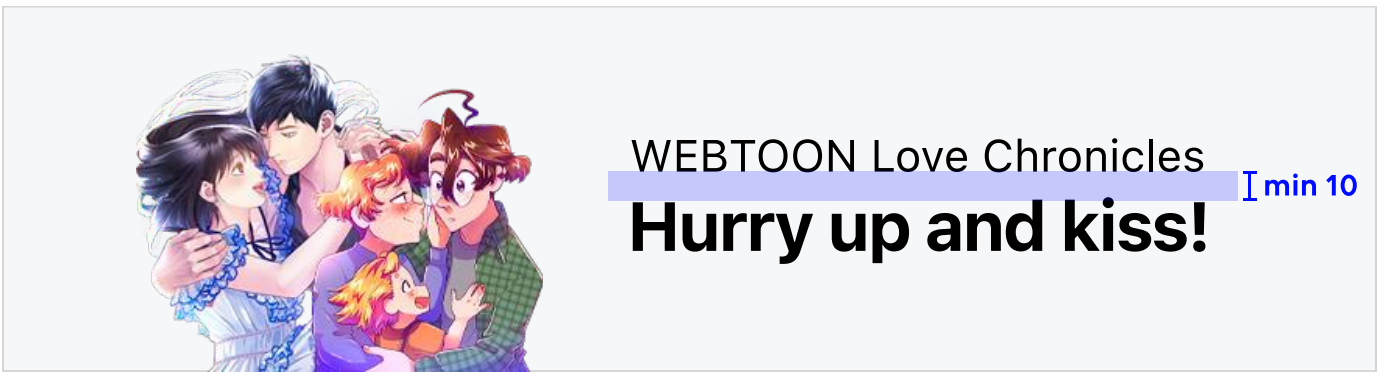
- Place the text with a 30px margin with the object.
- Use easy-to-read fonts, such as Gothic
- Only use #000000 or #505050 for font color. (If it is necessary to use other colors, please check the guide on text color effects)



2 Text composition

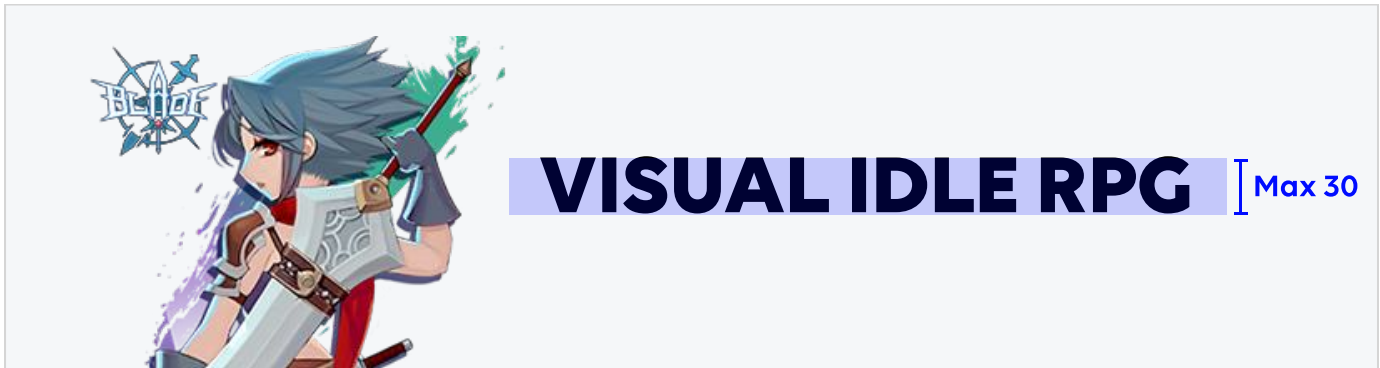
Two-line structure

- Ad copy can be as long as two lines; in each line, the height of the text should be consistent.
- The line spacing should be at least 18px, so that the text does not appear too dense.
- Max. text height: 30px, Min. text height: 16px / Min. line spacing: 18px.



One-line structure

- Max. text height: 30px



One-line + Logo

- It is possible to insert one line of text and one line of logo.
- Only regular thickness is allowed for the copy, while bold is not allowed.
- When using the logo image, it is impossible to add text to the logo line.
- Min. text height: 22px / Max. height of logo image: 40px, Max. width: 300px.

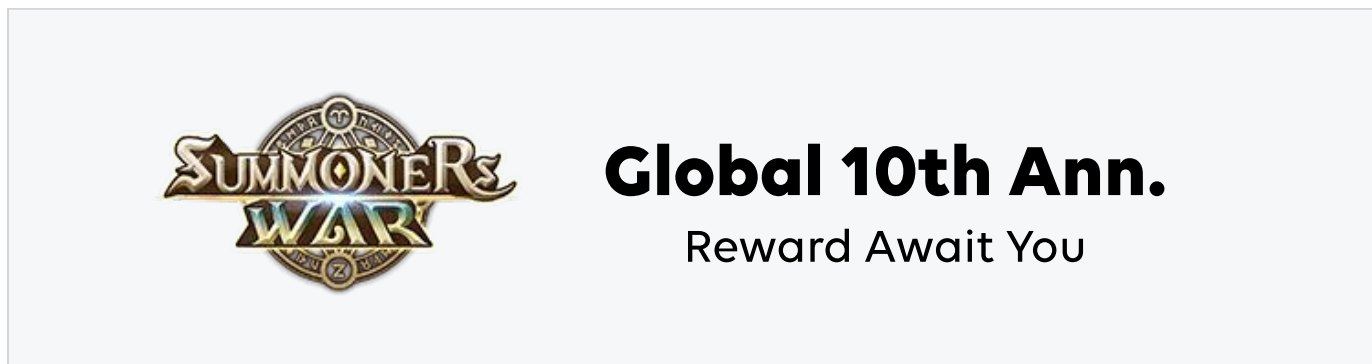


3 Text highlights

- To highlight the text, it is possible to use either Bold or color effects.

Bold effect

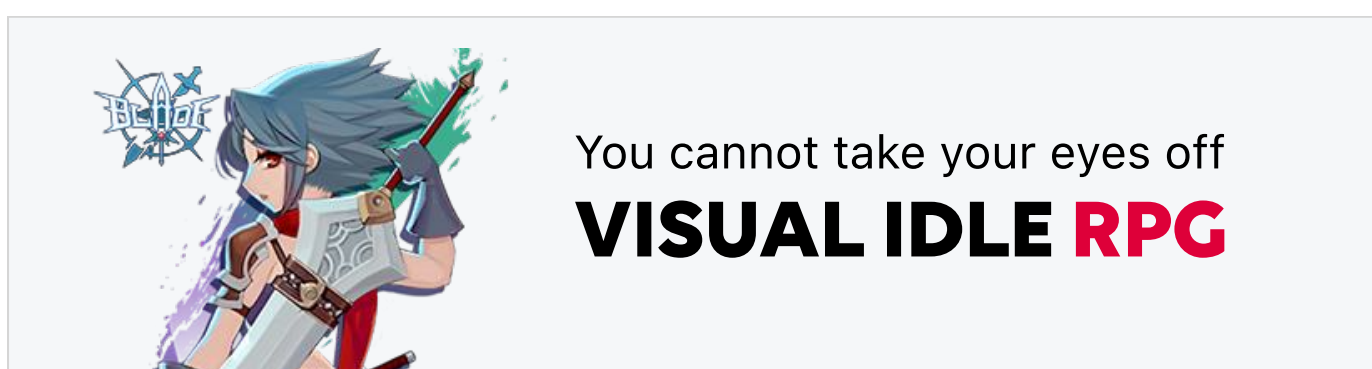
- Bold effect can be used for one line only.



Color effect

- A color can be applied to max. ~60% of the sentence.

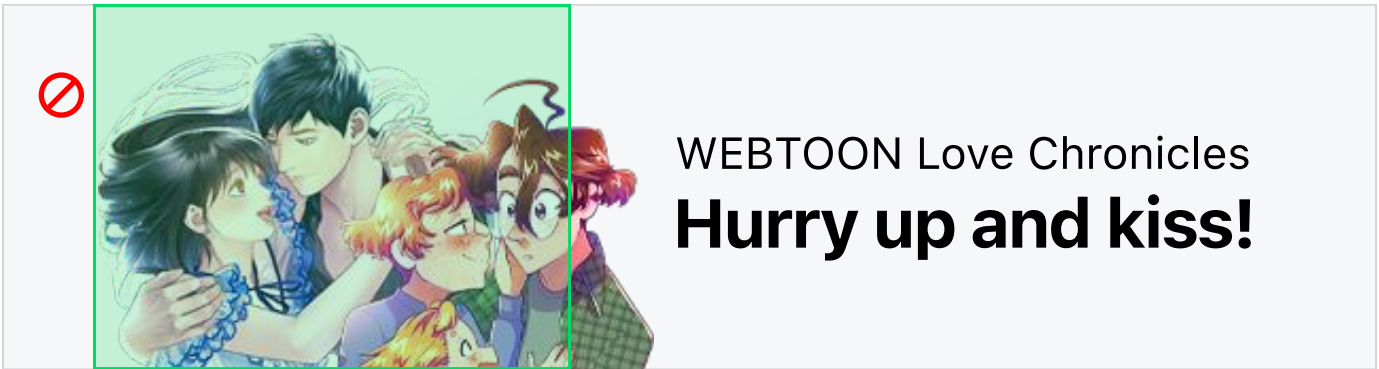
It is impossible to use two or more colors. For text without color effects, please use #000000 or #505050.



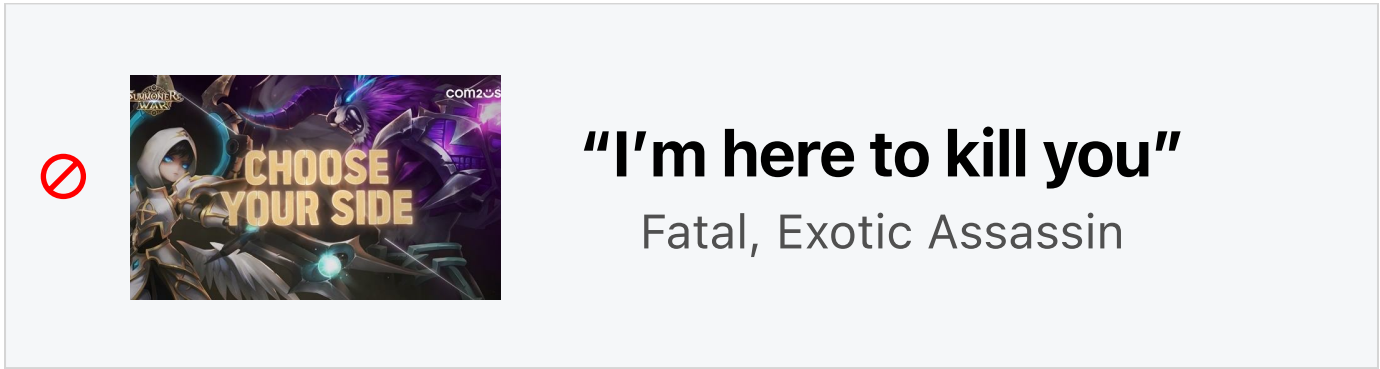
BAD CASE



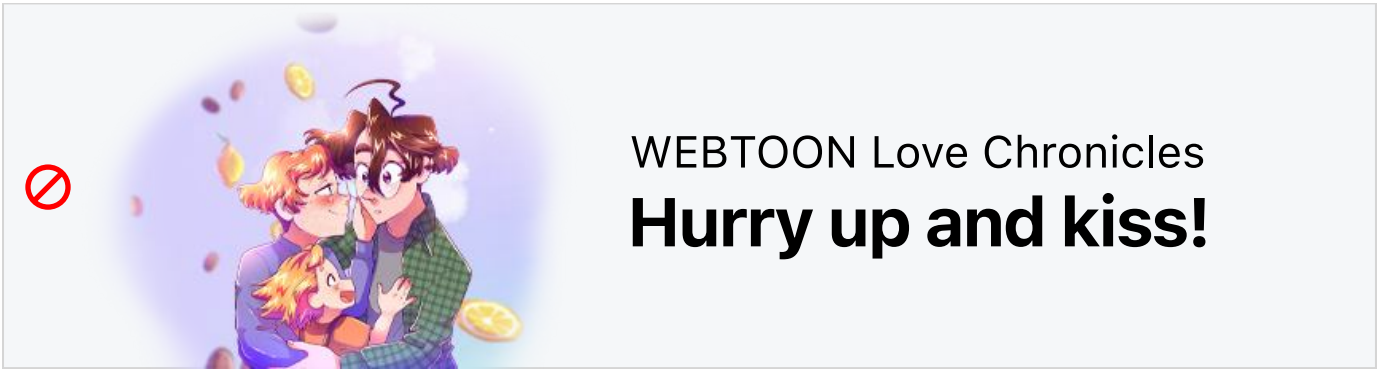
Opaque background



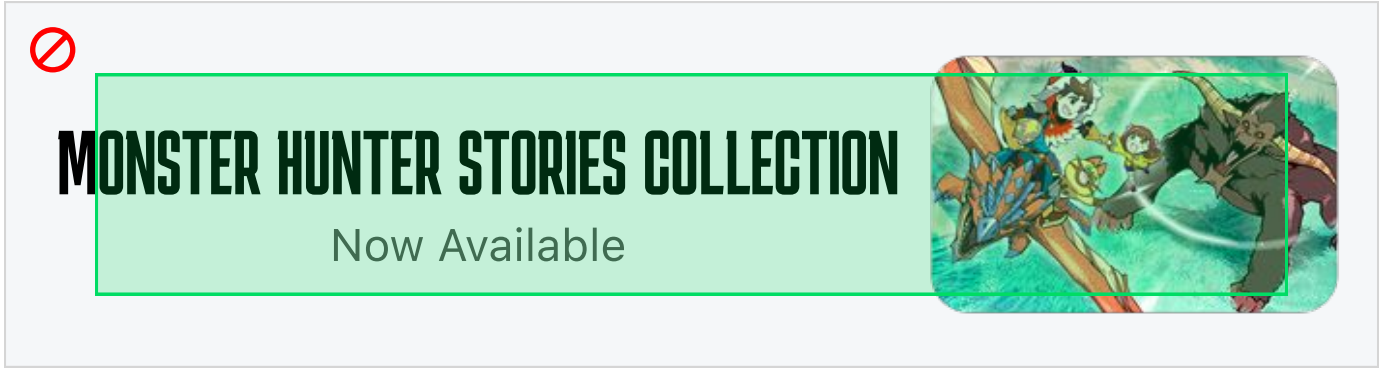
Object image area incompliant with the guide



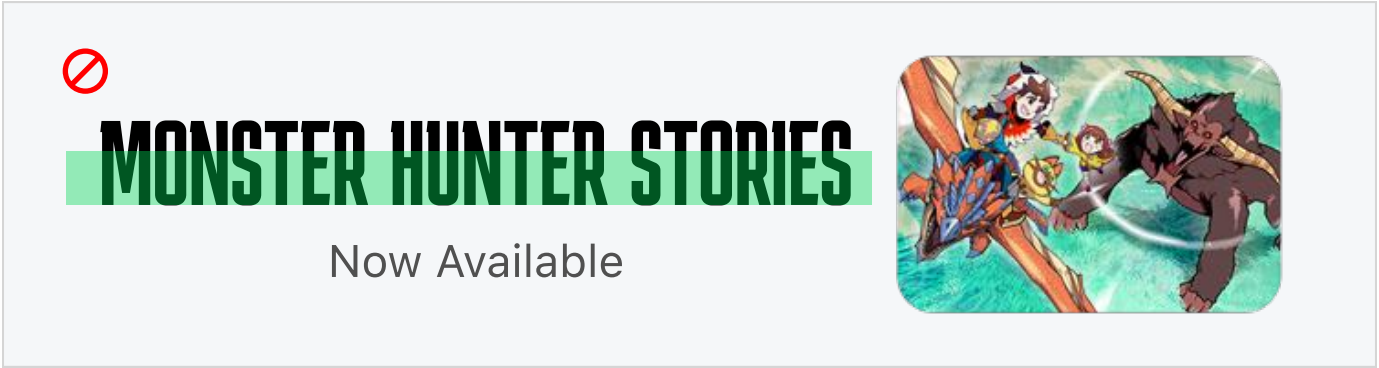
Object image having opaque background or incompliant with thumbnail production guide



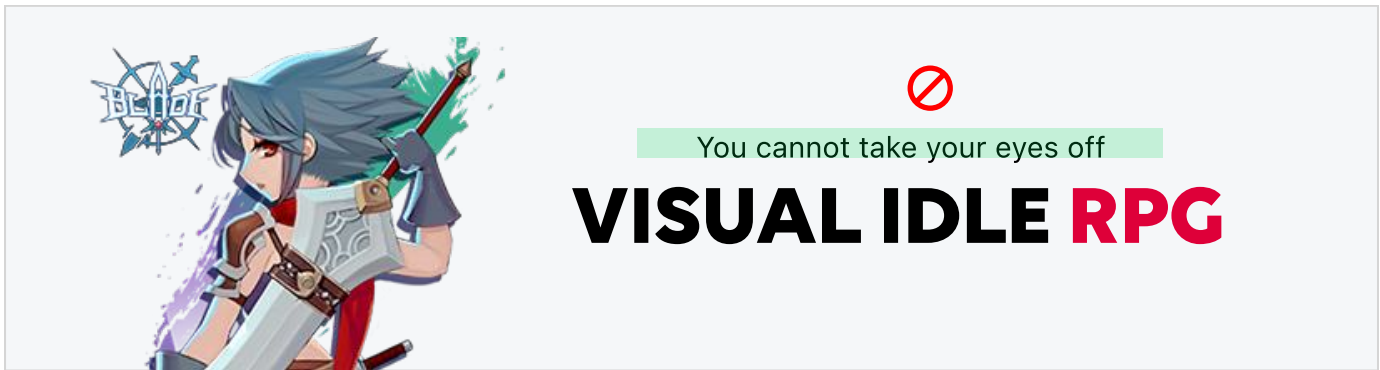
Failure to use sample PSD for production of Text & Background type



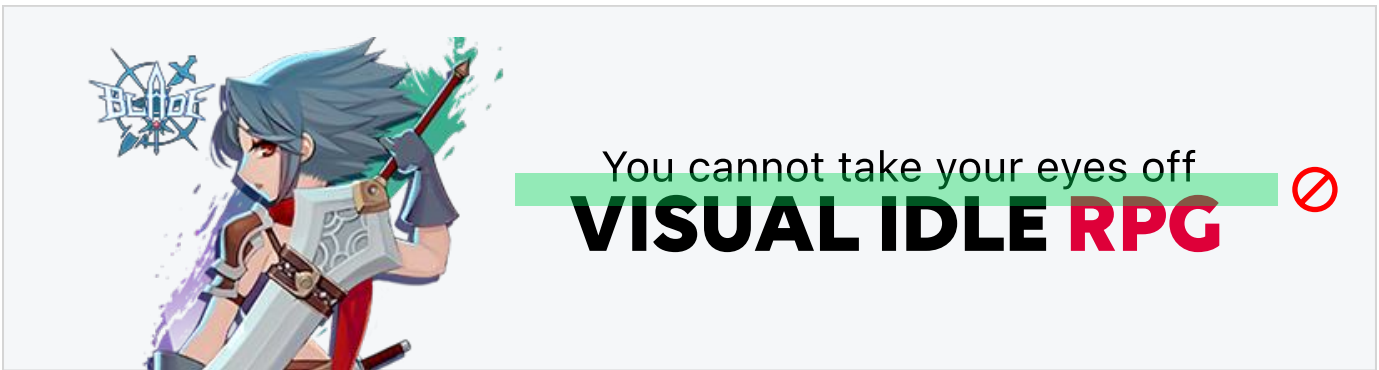
Text area incompliant with the guide



Max. text height incompliant with the guide



Min. text height incompliant with the guide



Line spacing incompliant with the guide

Conclusion

- Please comply with this guide and review guide when producing ad assets.
- This guide can be used only for production of Native Image for Premium Home Ad, and cannot be arbitrarily amended.
- For further inquiries or guidance, please contact the staff in charge of sales.

