

LY Ads

Supplementary Explanation on the Ad Implementation Guidelines

Revision scheduled to take effect in Spring 2026

LY Corporation

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LINEヤフー

Introduction

As announced in “Renaming of Partner Services Accompanying the Integration of Advertising Platforms” in September 2025, LINE Ads and Yahoo! JAPAN Ads Display Ads are scheduled to be integrated and provided as a new platform, “LY Ads,” around spring 2026. Accordingly, we are introducing three new ad guidelines.

This document supplements the Ad Implementation Guidelines by providing implementation examples. Until the platform integration is complete, the current criteria will continue to apply. Details regarding the specific timing of the integration planned for spring 2026 will be announced later.

Guidelines

1. Ad Implementation Guidelines

Supplementary Explanation on the Ad Implementation Guidelines (This Document)

2. Ad Delivery Guidelines

3. Ad Traffic Quality Guidelines

About This Document

About This Document

This document provides examples of acceptable and unacceptable implementations for the following three ad formats, defined under “2. Ad implementations with specific criteria” in Chapter 2 “Ad Implementation Policies” of the Ad Implementation Guidelines.

Please review this document together with the full guidelines provided in PDF.

Applicable ad formats:

- (1) Interstitial ads
- (2) Overlay ads
- (3) Reward ads

Chapter 2: Ad Implementation Policies

2. Ad implementations with specific criteria

(1) Interstitial ads

Interstitial ads are displayed as pop-ups on an application or website interface, covering all or most of the screen. They appear when switching screens or pages and are closed by a user action, such as clicking a close button.

1. Display ads at times that do not obstruct user actions.

Interstitial ads must be implemented before or after a series of user actions within a single theme. However, they must not appear during activities such as reading an article, comic, or novel, or during video playback. Ads also cannot be displayed in the middle of a continuous user action related to the same theme.

Acceptable Implementation Examples	Unacceptable Implementation Examples
<ul style="list-style-type: none"> • Before or after video playback • Before or after game start or end • When switching screens within the same website or application, such as when switching to a different category, theme, or page • When making a reservation or application 	<ul style="list-style-type: none"> • During article, comic, or novel viewing • During video playback • During gameplay • Upon visiting a website or application (including visits from social media), except when certain conditions are met • When leaving a website or application


(1) Interstitial ads

If you are using the format design provided by LY Corporation, no implementation changes are required on your side.

2. Provide a function to close ads.

● Icon button

The icon button must be placed clearly and visibly in one of the corners without overlapping any ad elements, ensuring that users are not misled into unintended clicks.

Acceptable Implementation Examples	Details
	<ul style="list-style-type: none"> • The size of the close icon is 16×16 px or larger. • The icon button is placed in a corner so that it does not overlap ad elements. • The clickable area of the icon button and its surrounding non-clickable area together are 44×44 px or larger, and the clickable area itself is 24×24 px or larger.

Unacceptable Implementation Examples

- No close button is provided.
- The close button is too faint or difficult to recognize.
- The close button or its clickable/non-clickable area does not meet the required size standard.
- The close button overlaps ad elements.
- The close button is smaller than 44×44 px, and placed on a transparent background.


(1) Interstitial ads

If you are using the format design provided by LY Corporation, no implementation changes are required on your side.

2. Provide a function to close ads.

● Text button

It is also acceptable to use a text button labeled “Close.” When implementing a text button, it must be placed clearly below or above the ad elements to avoid misleading users into unintended clicks.

Acceptable Implementation Examples	Details
	<ul style="list-style-type: none"> • Font size is 16 px or larger and clearly visible. • The clickable area of the text button and its surrounding non-clickable area together are 44×44 px or larger, and the clickable area of the close button is 24×24 px or larger. • Clicking the horizontal area adjacent to the text button does not transition to the ad. • The text button is placed below the ad elements (placement above is also acceptable; it does not have to be at the very bottom of the screen).

Unacceptable Implementation Examples

- Clicking the horizontal area adjacent to the text button transitions to the ad.
- The text button is placed in a position not above or below ad elements.
- The text button is placed on a transparent background.

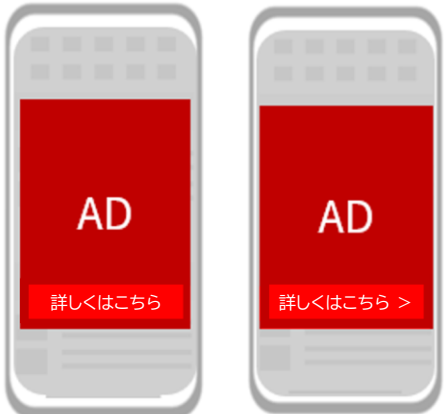
(1) Interstitial ads

If you are using the format design provided by LY Corporation, no implementation changes are required on your side.

3. Buttons encouraging ad clicks should be placed clearly and appropriately.

Buttons intended to encourage ad clicks cannot consist of only an icon. When implementing such a button, always include text.

Note: The text that can be assigned to buttons prompting ad clicks must be exclusively the return value provided by us.

Acceptable Implementation Examples	Details
	<ul style="list-style-type: none">• The button encouraging ad clicks is implemented with text only.• The button encouraging ad clicks is implemented with both text and an icon.

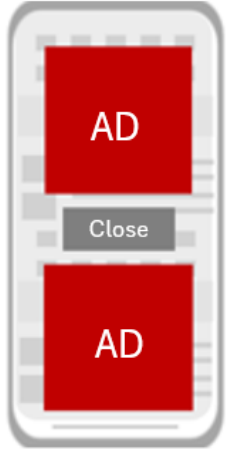
Unacceptable Implementation Examples

- The button encouraging ad clicks is implemented with only an icon button (e.g., “>”, “>>”).

(1) Interstitial ads

4. Do not display multiple ads on a single screen.


Displaying multiple ads (such as banners) on one screen is not permitted.

Unacceptable Implementation Examples	Details
	<ul style="list-style-type: none">• To prevent unintended clicks or taps, it is not allowed to display two or more ads on a single screen.

(1) Interstitial ads

5. Do not make content **usable** while an ad is displayed.

It is not permitted to implement interstitial ads in a way that allows users to interact with application content while the ad is still displayed.

Unacceptable Implementation Examples	Details
	<ul style="list-style-type: none"> To prevent unintended clicks or taps, it is not allowed to make the app's content (the background of the ad) tappable while an interstitial ad is displayed.

6. Do not display full-screen ads consecutively.

Displaying full-screen ads (including interstitial or reward ads) in succession is not allowed.

7. Do not display interstitial ads in reward ad placements.

Interstitial ads cannot be used in ad placements that grant in-app incentives or points.


If you wish to provide in-app rewards or points, use reward ads instead.

(2) Overlay ads

Overlay ads are ads displayed over browser or application content. There are two types of overlay ads: standard overlay ads that are fixed to the top or bottom of the screen and appear with the page display, and scroll overlay ads that appear at the top or bottom in response to user scrolling.

1. Display ads at the very top or bottom of the screen as a general rule.

To avoid obstructing users' browsing experience, overlay ads must be fixed to either the top or bottom of the browser, and implementation that adds movement when the ad is displayed is not allowed. However, for scroll overlay ads, it is acceptable to show or hide the ad in response to scrolling behavior.

Acceptable Implementation Examples	Details
	<ul style="list-style-type: none">• The ad is fixed to the bottom of the browser, which is acceptable.• If there is a menu bar or search window at the top or bottom, it is acceptable to display the ad above or below those elements.

(2) Overlay ads

If you are using the format design provided by LY Corporation, no implementation changes are required on your side.

2. Ads must be of a size permitted by us.

To prevent unintended user clicks, overlay ads must be implemented in a size approved by LY Corporation. For details on ad size, please contact our sales representative.

3. When adding a close button, etc. for an ad, display it clearly in an area that does not overlap with the ad and does not induce unintended clicks by users.

Adding a close button on overlay ads is optional. When adding a close button, it must be displayed clearly in a position that does not overlap with the ad and does not induce unintended clicks by users.

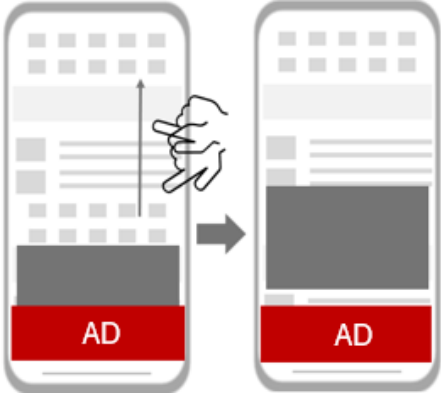
When adding a close button on an overlay ad, it must be placed in a position that does not overlap any ad elements and must comply with the following requirements.

- The clickable area of the close button must be at least 24×24 px.
- The close icon size must be 16 px or larger.
- The line thickness of the close icon must be 2 px or more.
- The contrast ratio between the close button and its background must be 4.5:1 or higher.

(2) Overlay ads

4. The content must be usable without closing the ad.

When users scroll to the bottom of a web page, the ad must not cover the page content, as this would obstruct browsing behavior.

Acceptable Implementation Examples	Details
	<ul style="list-style-type: none">When the ad is fixed to the top or bottom of the page, users can still scroll to view the full background content. This implementation is acceptable.

Unacceptable Implementation Examples


- If an ad overlaps the content when the user has scrolled to the bottom of the page and the content cannot be accessed, such implementation is not allowed because it interferes with user actions.

(2) Overlay ads

5. Ads must not overlap with other overlay ads or full-screen ads.

6. The integrity of the ad display must be ensured.

Overlay ads must be displayed in full without being partially hidden to ensure complete visibility.


Unacceptable Implementation Examples	Details
 An illustration of a smartphone with a red bar at the bottom labeled 'AD'. A dashed red box is drawn around the ad bar, indicating that the ad is not fully visible or is partially obscured, which is an unacceptable implementation.	<ul style="list-style-type: none">• Implementations where the ad is not fully visible are not allowed.

(2) Overlay ads

7. Ad visibility

Transparency that makes the background visible behind ad elements is not allowed.

However, for the left and right sides of overlay ads, transparency is acceptable if the transparent areas are non-clickable.

Unacceptable Implementation Examples	Details
	<ul style="list-style-type: none">• Implementations where the background behind ad elements is visible through transparency are not allowed.

(3) Reward ads

Reward ads are a format in which users receive some kind of reward—such as gaining an in-app item or unlocking the remainder of a web article—in exchange for watching an ad.

Reward ads for LY Ads can only be implemented if the specifications provided by us are followed.

When implementing the ad, the following must be observed:

1. Before displaying the ad, users must be informed about the details of the reward and how to obtain it.
2. Users must be able to choose whether or not to view the ad.

Appendix

Post-publication monitoring

If any violations of the guidelines are found in ads during delivery, we will contact you by email to request corrections. The standard correction period is five business days.

If LY Corporation determines that an implementation is inappropriate—for example, one that may lead users to unintended clicks—the corresponding ad may be suspended immediately.

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