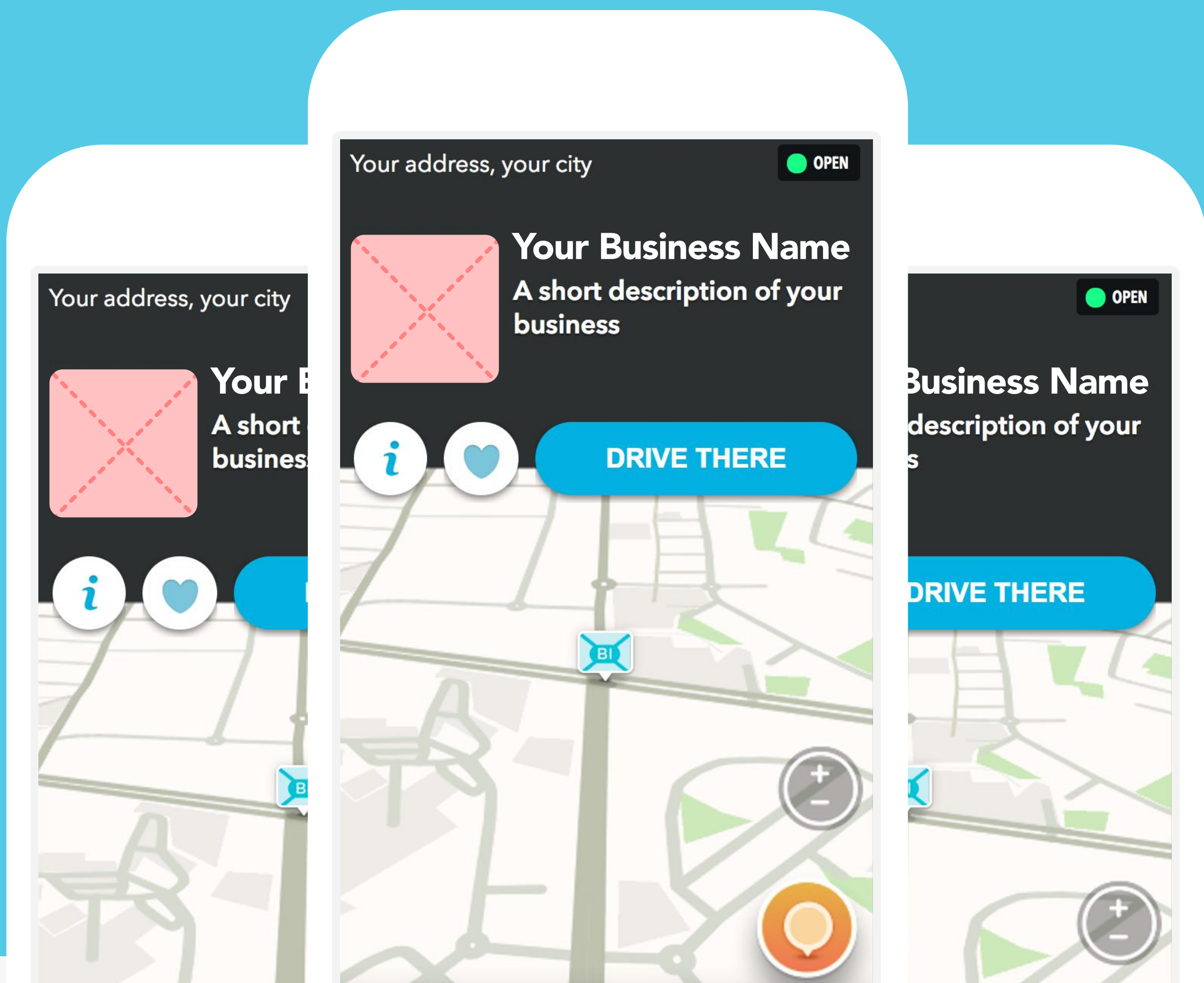


# Ad Formats Guide

Anyone planning an advertising campaign on Waze should reference this guide for the appropriate assets.



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# Branded Pin

The pin marks your location on the map.

Tapping the pin reveals your creative along with more info about your location and several action buttons.

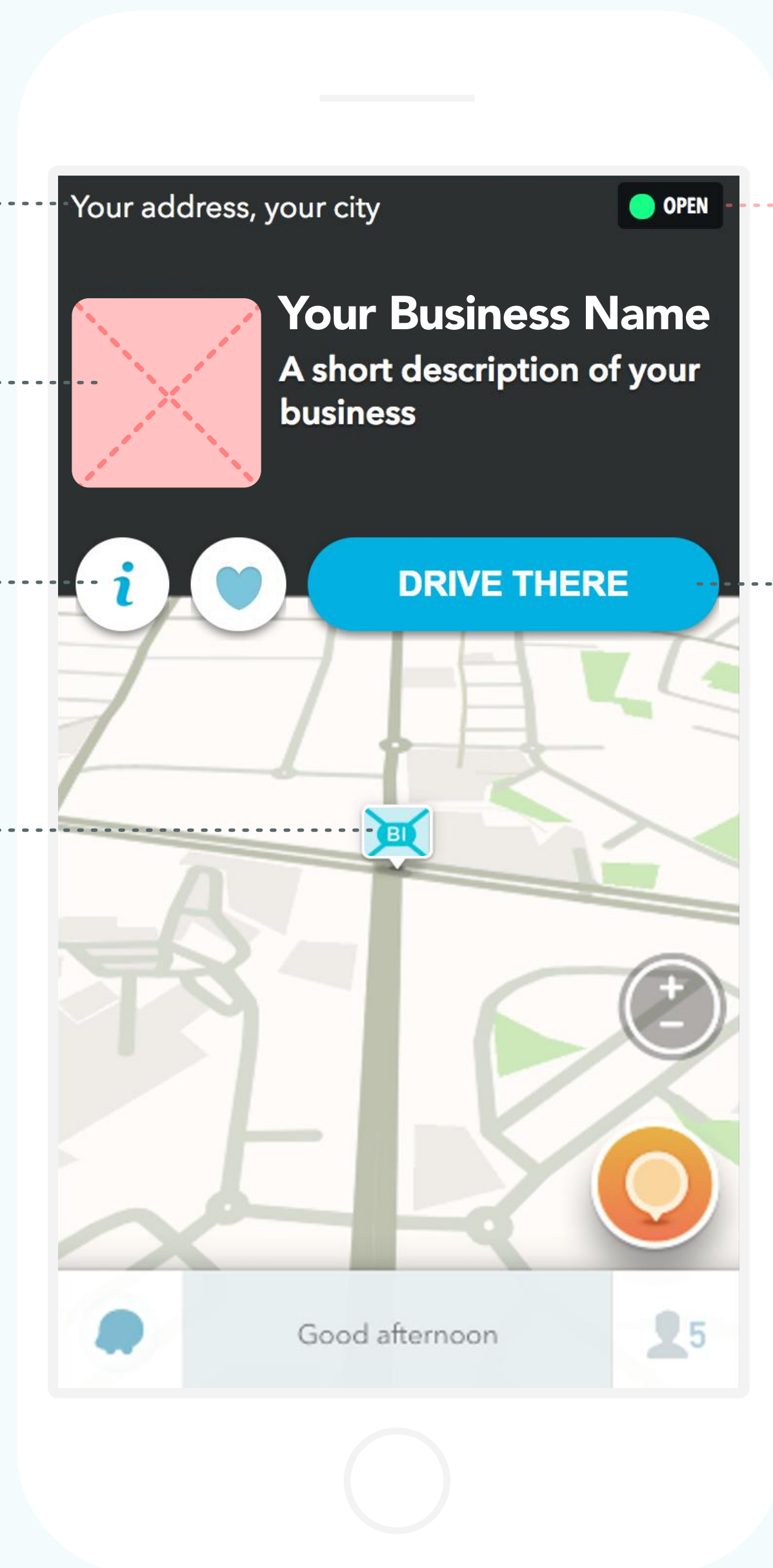
● *Optional*

**LOCATION ADDRESS**  
Street, City

**BANNER IMAGE**  
200x200px

**INFO BUTTON  
& SECONDARY CTA**  
Not customizable

**BRAND ICON**  
152x112px



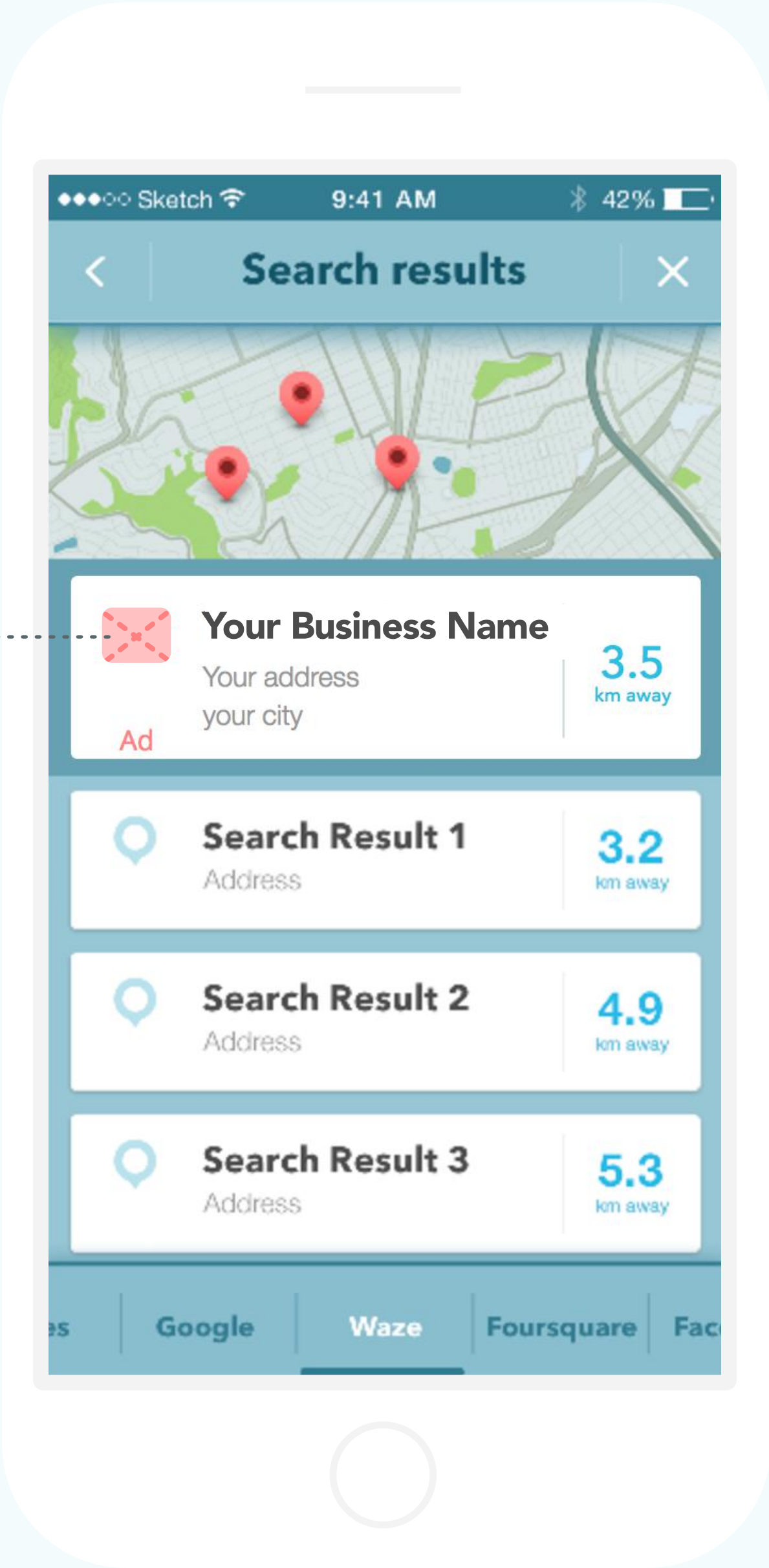
**OPEN** *OPEN HOURS*

**CTA:**  
Drive There

# Promoted Search

Your locations are eligible to show at the top of search results when users search for relevant terms.

BRAND ICON  
152x112px



# Zero-Speed Takeover Icon

Takeovers\* are served once a driver comes to a complete stop.

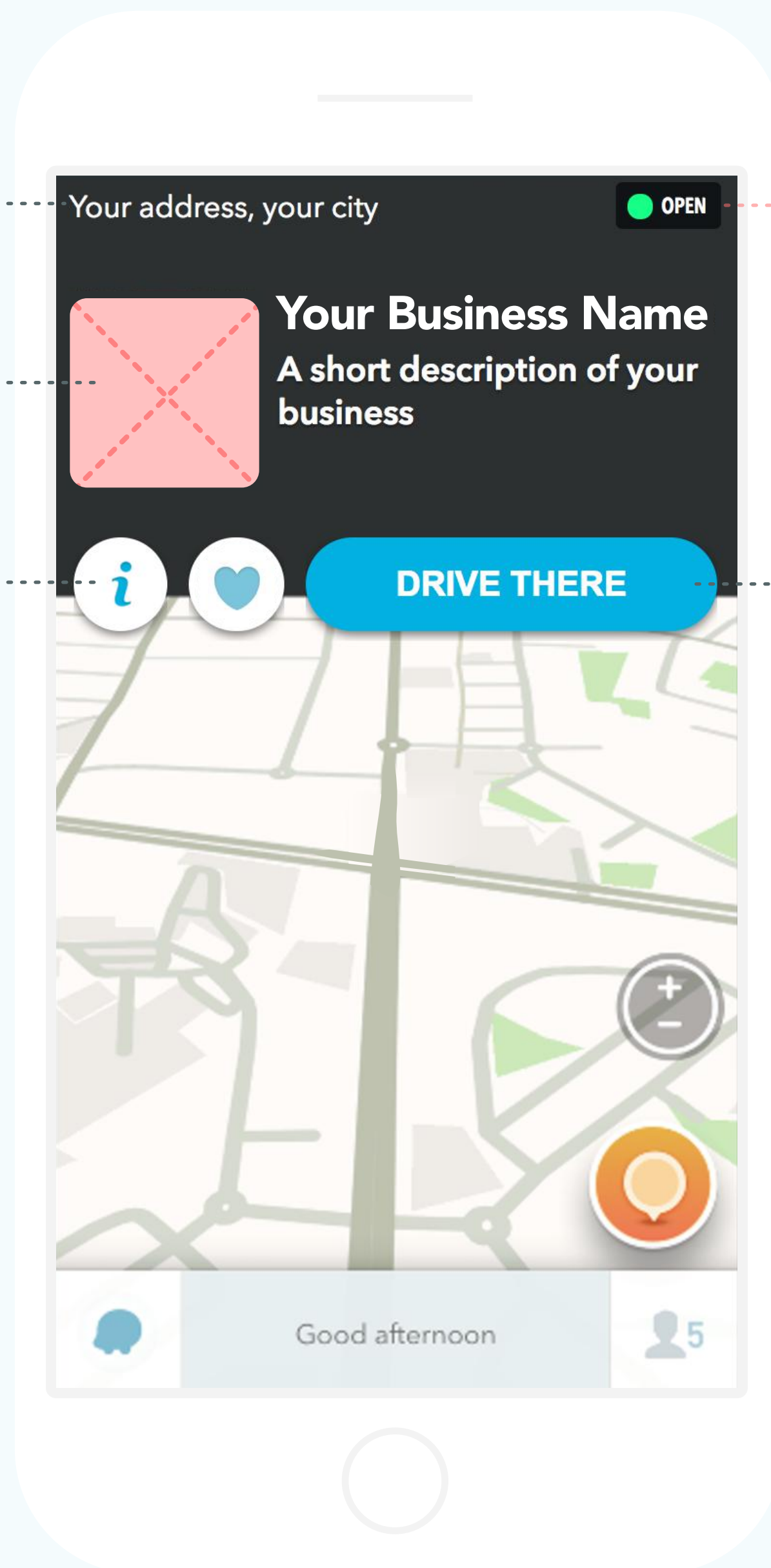
*\*Only available for Local Plus advertisers*

● *Optional*

**LOCATION ADDRESS**  
Street, City

**BANNER IMAGE**  
200x200px

**INFO BUTTON  
& SECONDARY CTA**  
Not customizable



● *OPEN HOURS*

● **CTA:**  
Drive there  
Save for later  
Save offer  
Download app  
Call now

# Location Preview Screen

When users tap the info button or select a search result, they are directed to this screen with more info.

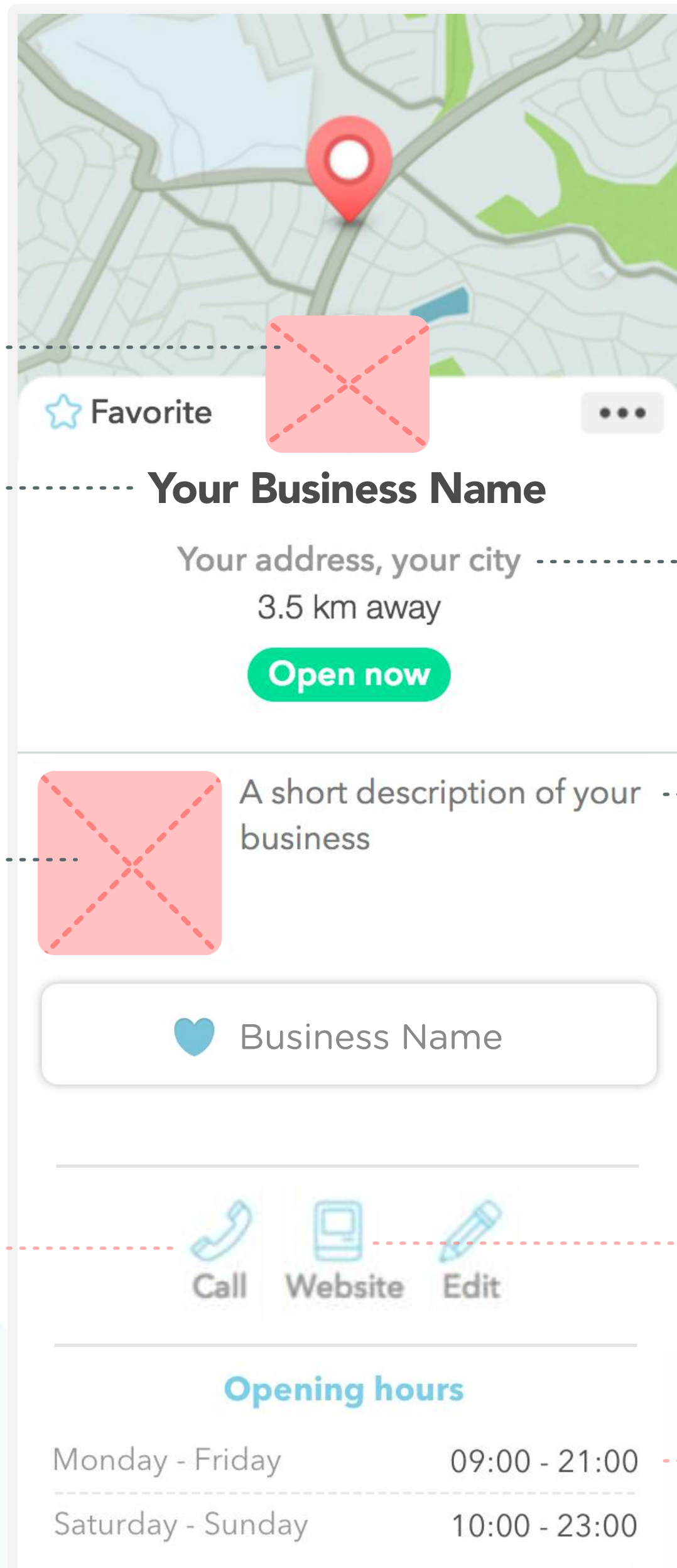
● *Optional*

**BRAND LOGO**  
690x550px

**BUSINESS NAME**  
30 character (*max*)

**BANNER IMAGE**  
200x200px

*PHONE NUMBER*



LOCATION ADDRESS

LOCATION/BUSINESS  
DETAILS  
60 characters (*recommended*)

*MOBILE FRIENDLY URL*

*OPEN HOURS*

# Final Checklist

Below is a list of assets that are needed for your Waze campaign.

● *Optional*

## CREATIVE

- **BRAND ICON**  
152x112px
- **BRAND LOGO**  
690x550px
- **BANNER IMAGE**  
200x200px

## TEXT

- **CTA**  
Drive there  
Save for later  
Save offer  
Download app  
Call now
- **BUSINESS NAME**  
30 character (*max*)
- **LOCATION/BUSINESS DETAILS**  
60 characters (*recommended*)
- **PHONE NUMBER\***  
List of phone numbers by  
business location
- **MOBILE-FRIENDLY URL\***  
Redirects users from Location Preview  
screen to your landing page

*\*This information can be updated in location settings after initial sign-up*