



AD FORMATS GUIDE

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

BRANDED PIN

A **branded pin** marks your location on the map.

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

LOCATION ADDRESS

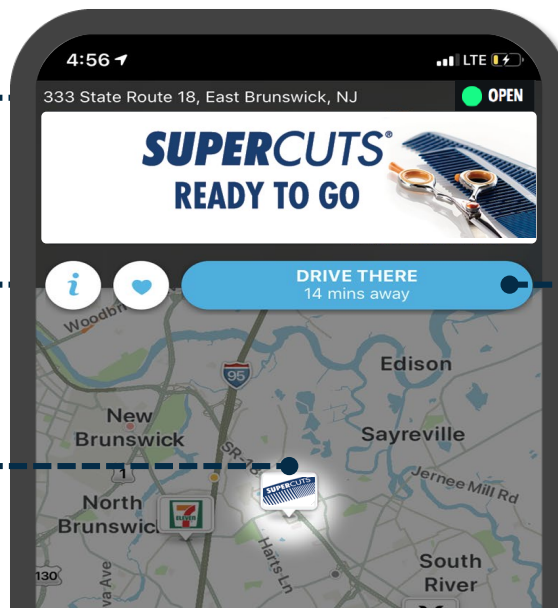
Street, City

**INFO BUTTON &
SECONDARY CTA**

Not customizable

BRANDED ICON

152x112px



OPEN HOURS

Optional

**BANNER IMAGE
(ZEROSPEED TAKEOVER)**

608X240px

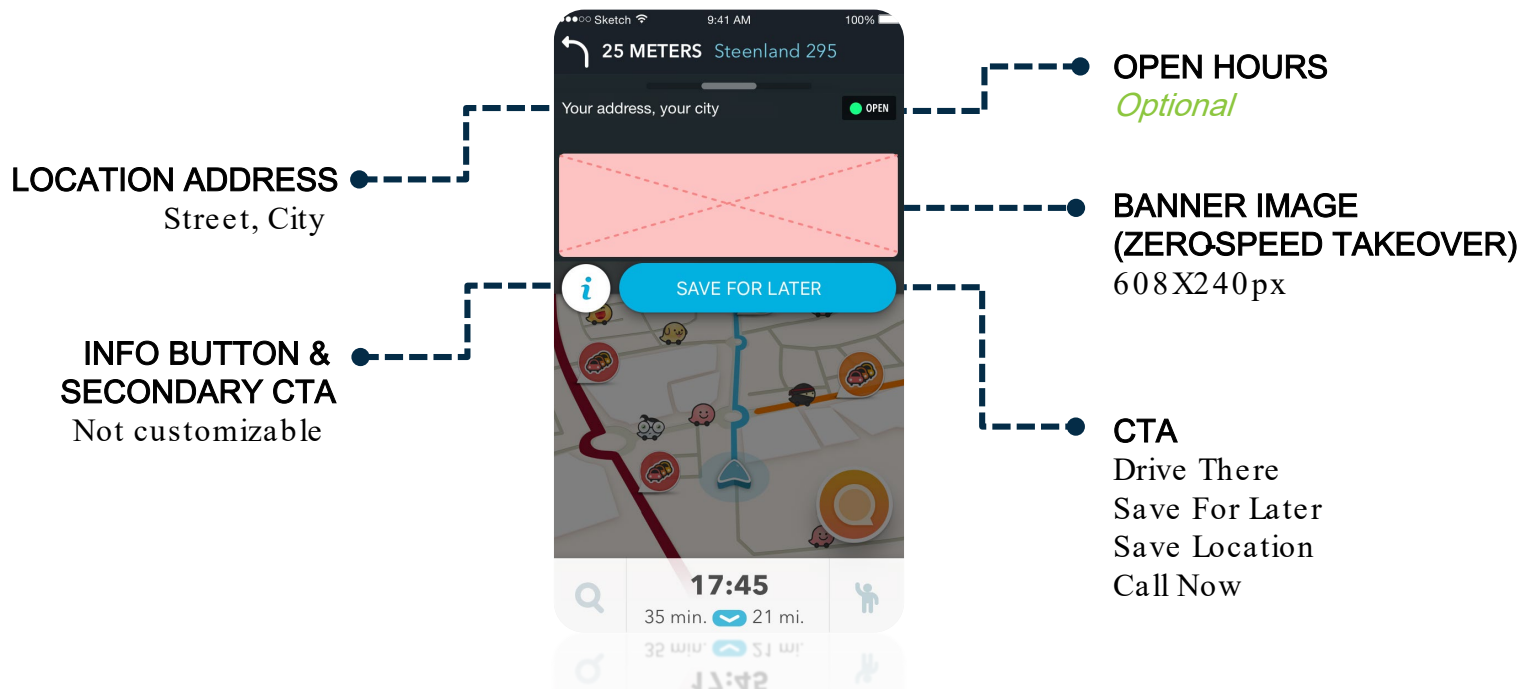
Optional

CTA

Drive There
Save For Later
Save Location
Call Now

ZERO-SPEED TAKEOVER

A **zero-speed takeover** serves a more active message when a driver comes to a complete stop.

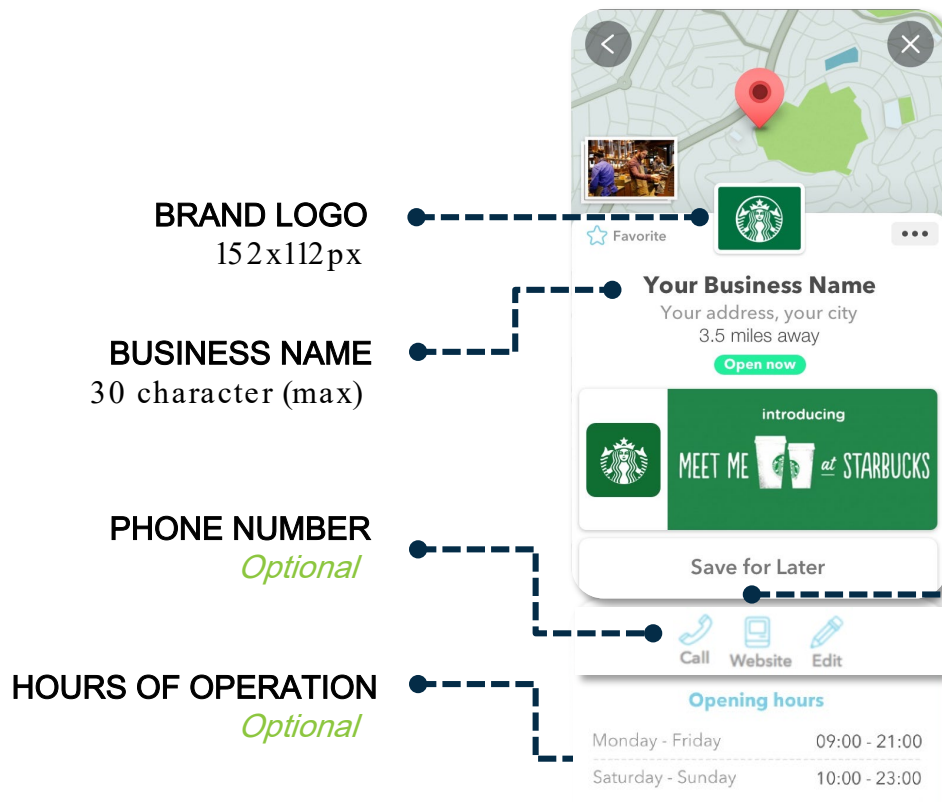


NEARBY ARROW

A **nearby arrow** reaches consumers right as they open Waze, indicating which direction your located.



LOCATION PREVIEW SCREEN

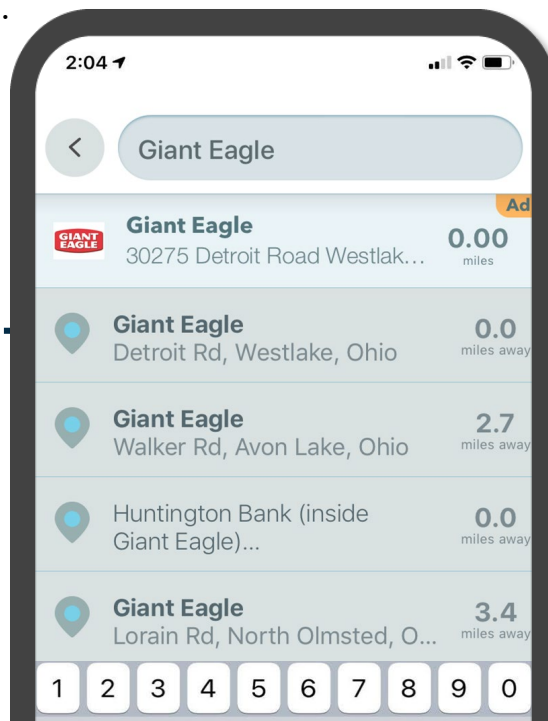


When users click on the info button or select a search result, they are directed to this screen with more info.

PROMOTED SEARCH

Using **promoted search** your locations are eligible to show at the top of search results when users search for relevant terms.

BRAND ICON
152x112px



FINAL CHECKLIST

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

CREATIVE

- **BRAND ICON**– 152x112px
- **BANNER IMAGE (ZEROSPEED TAKEOVER)**
608x240px

TEXT

- **CTA**– Drive There, Save For Later, Save Location, Call now
- **BUSINESS NAME**– 30 character (max)
- **LOCATION/BUSINES DETAILS**- 60 character (recommended)
- **PHONE NUMBER***– List of phone numbers by business location
- **MOBILE-FRIENDLYURL***– Redirects users from Location Preview screen to your landing page