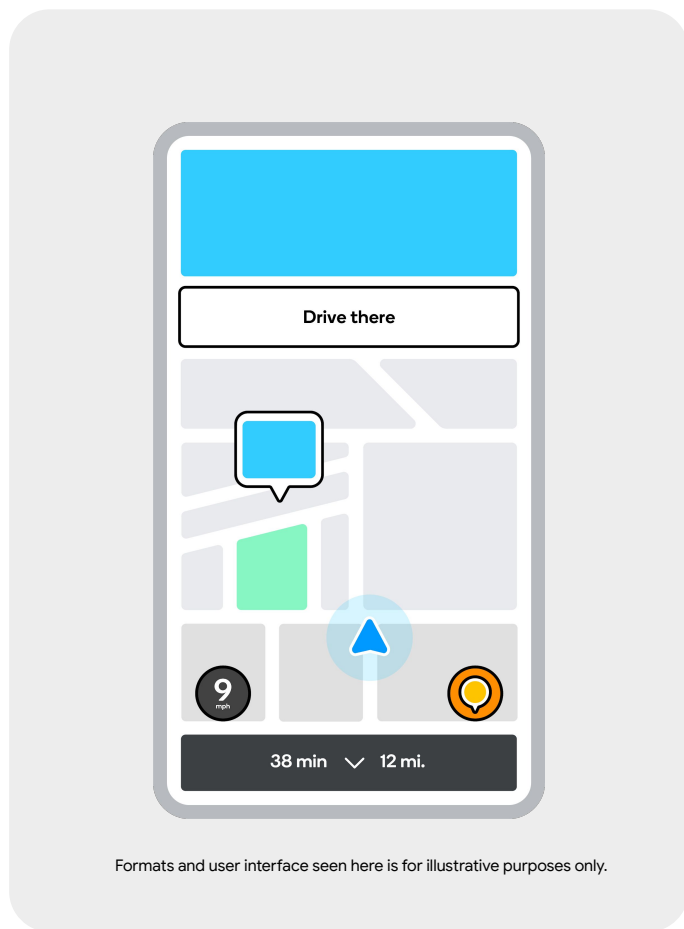


WAZE ADS FORMATS

# Waze Ads Format Specifications

wazeads 

# Waze Ads Spec Sheet



## Pin

Like a store sign, Pins inform and remind customers that your business is on or near their route.

## Creative specs

Premium Standard  
**608 x 240 px**

Premium Wide\*  
**788 x 240 px**

Icon  
**152 x 112 px**

Approved file types: **JPG, PNG**

## Simplified banner options available for campaigns created using Ad Manager



## How it works

Drivers can see up to four Pins at a time, indicating nearby businesses along their route. As a user zooms in and out, different Pins are eligible to show based on the coverage area; Pins that are shown are determined based on the following criteria:

**Targeting:** Day-parting is common; other targeting may limit reach and frequency

**Budget:** Our algorithm ensures that the necessary impressions delivered across all locations

**Context:** Ad serving optimizes for times when clicks are most likely to occur

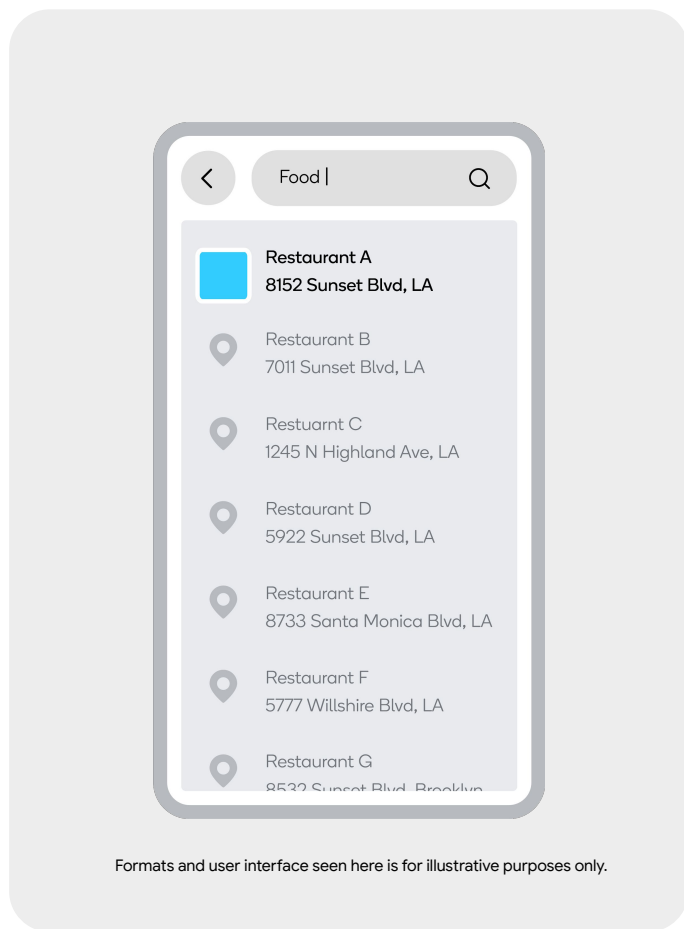
Default radius: **10km** (max varies by CTA)

Recommended CTAs: **Drive There, Save Location, Remind Me\*\***

\*Premium Wide is not available for Waze Ads Starter campaigns

\*\*Remind Me is not available for Waze Ads Starter campaigns

# Waze Ads Spec Sheet



## Search

Search helps you be top of mind when customers look for businesses like yours on Waze.

### Creative specs

Search Icon  
**152 x 112 px**

Approved file types: **JPG, PNG**

Note: Search can be added to all Waze campaigns as a tactic for location awareness.

## How it works

Most navigations on Waze start with a user's search so Search ads ensure your business is top of mind. Tapping the Search listing reveals your creative and more information about the location; one more tap initiates a drive to your location. Types of Search include:

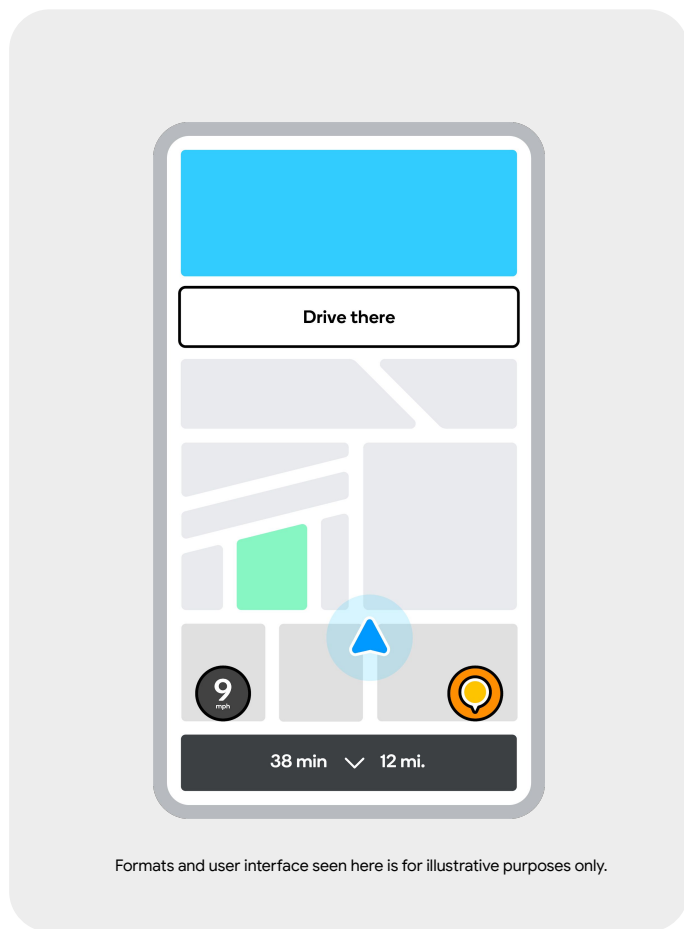
**Autocomplete:** Results suggested after a user types 3 letters

**Line Search:** Results triggered after a user clicks on "search"

**Category Search:** Results triggered after user clicks "search" clicking on a category button

Keys to search visibility: **relevance** (search terms), **proximity** (closest locations to the user), **advertiser** (advertised locations are prioritized), **Pin spend per location** (ranking of search is dependent on Pin investment).

# Waze Ads Spec Sheet



## Takeover

The Takeover is a digital billboard. It is shown when vehicles are at a complete stop to prompt awareness and action at key moments.

### Creative specs

Premium Standard  
**608 x 240 px**

Premium Wide\*  
**788 x 240 px**

Push Notification Icon  
**690 x 550 px**

Approved file types: **JPG, PNG**

**Simplified banner options available for campaigns created using Ad Manager**



## How it works

When a user has been at a complete stop for at least four seconds, a Takeover may appear (capped at six per session); this ad unit remains on-screen for up to 20 seconds or until the user begins moving again. Takeovers only appear for users whose routes will pass through the set radius around the store location.

Default radius: **10km** (max varies by CTA)

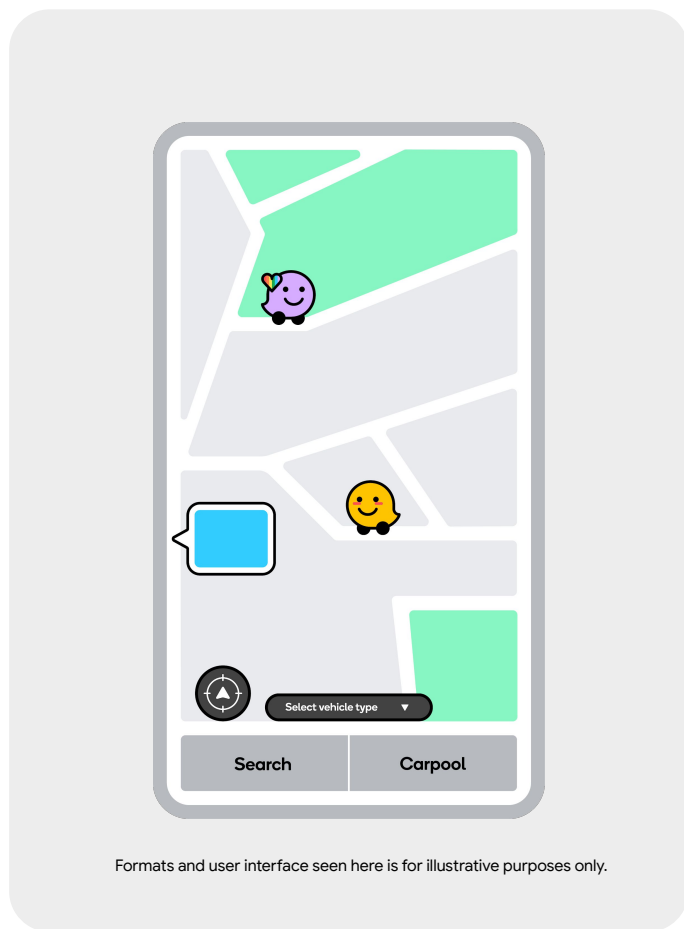
Default frequency cap: **2 per day, 4 per week**

Recommended CTAs: **Drive There, Save For Later, Save Offer\*\***

\*Premium Wide is not available for Waze Local Starter campaigns

\*\*Save Offer is not available for Waze Local Starter campaigns

# Waze Ads Spec Sheet



## Arrow

Arrows indicate that your business is nearby, helping customers increase the association between a given location and your brand.

## Creative specs

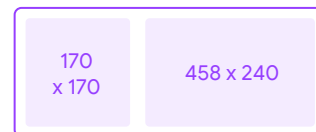
Premium Standard  
**608 x 240 px**

Premium Wide\*  
**788 x 240 px**

Icon  
**152 x 112 px**

Approved file types: **JPG, PNG**

**Simplified banner options available for campaigns created using Ad Manager**



## How it works

When a user opens the Waze app, an Arrow may appear pointing to your nearby location just off-screen. A tap on the Arrow moves the user's view to your advertised location and automatically reveals your expanded ad creative with a CTA to encourage real time action.

**Exclusivity:** One arrow per session, shown only at the start of the user's journey

**Timing:** Shown for a max of two minutes while the user is completely stopped

**Reach:** A radius determines how far away a user can be from your location to be eligible

Default radius: **1km** (max 5km)

Recommended CTAs: **Drive There, Save Location**

\*Premium Wide is not available for Waze Local Starter campaigns