



Creative Guidelines & Specs

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In-App Visual Ads

Display Ads

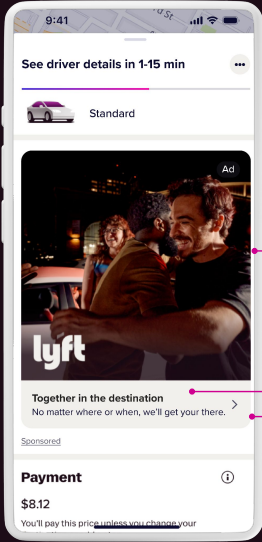
Static image placements across high-traffic areas of the Lyft app, delivering consistent brand visibility throughout the ride experience. Display Ads offer cost-effective reach with industry-leading engagement in a premium, brand-safe environment.



Format & Dimensions

Option 1

Title and body



Creative

Title
Body

Option 2

Body only



Creative

Body

01 Creative

Format	PNG, JPG (avoid CMYK)
Max File Size	2 MB
Ad format (1:1)	Max: 2880×2880 Min: 900×900
Ad format (16:9)	Max: 2880×1620 Min: 864×486

Additional Ad Format

Requirements:

Logo Package

- Light mode version (.png recommended)
- Dark mode version (.png recommended)
- 1:1 aspect ratio (circle)

02 Copy

Option 1: Title + Body

- Title: 32 characters max
- Body: 80 characters max
- Disclaimer (optional): 100 characters max

Option 1: Body Only

- Body: 85 characters max
- Disclaimer (optional): 100 characters max

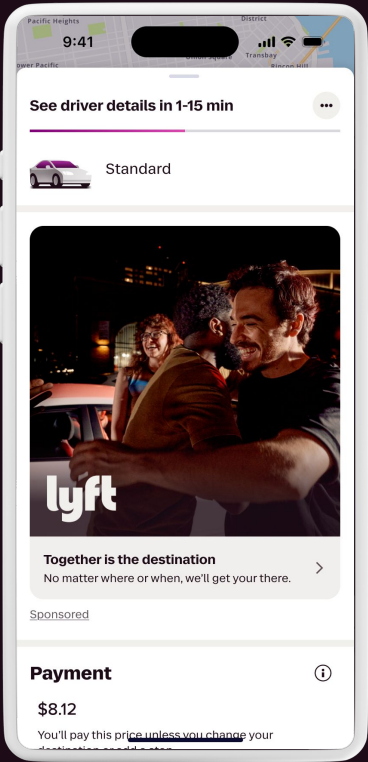
03 Destination URL

Required: Landing Page URL

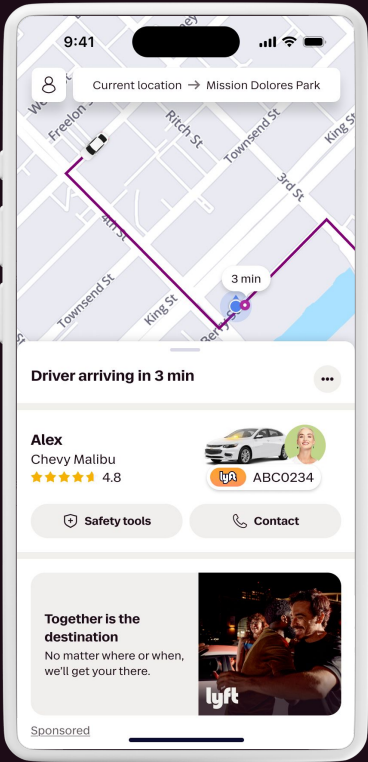
 **Due:** 10 Business Days Before Launch

*The copy remains the same throughout each ride stage
**Disclaimer Copy can support a terms and conditions link and will count against the character limit

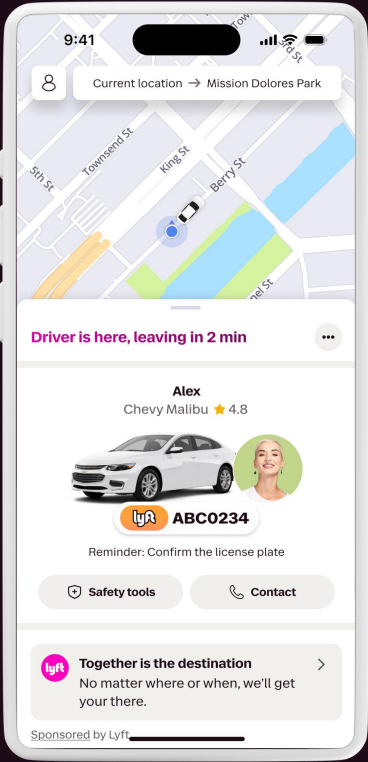
Display Ads User Flow



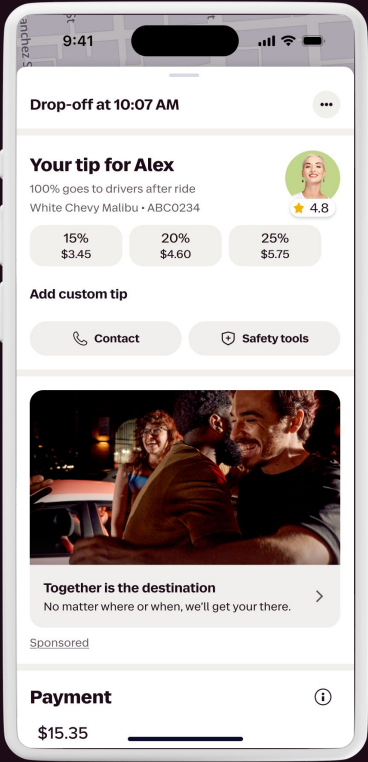
1. Wait



2. Match Reveal



3. Driver Arrived



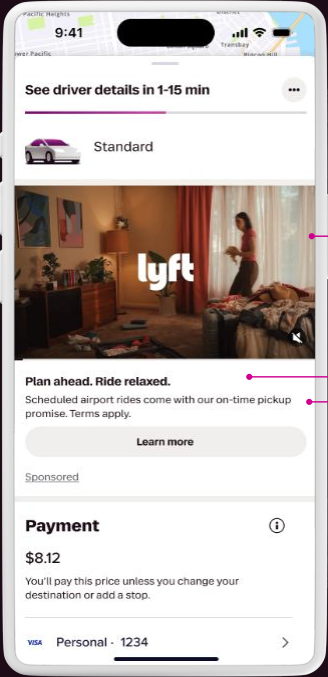
4. In-Ride

Video Ads

Full-screen, sound-enabled video experiences that captivate riders with storytelling across multiple ride stages. Video Ads support both skippable and non-skippable formats with flexible duration options.



Format & Dimensions



Creative

Title
Body

01 Creative

Format	MP4, AVI or MOV
Max File Size	500 MB
Aspect Ratios	1x1 or 16x9
1:1 Max / Min	2160×2160 / 720×720
16:9 Max / Min	3840×2160 / 1280×720

Video Codec	H.264, MPEG-2, or MPEG-4
Audio Codec	MP3 or AAC
Frame Rate	30 FPS rec 24 FPS min
Bitrate	512 KBPS min
Wait/Match Length	Max: 60s Min: 5s
In-Ride Length	Max: 4 min Min: 5s

02 Copy

Option 1: Title + Body

- Title: 32 characters max
- Body: 80 characters max
- CTA: 20 characters max
- Disclaimer (optional): 100 characters max

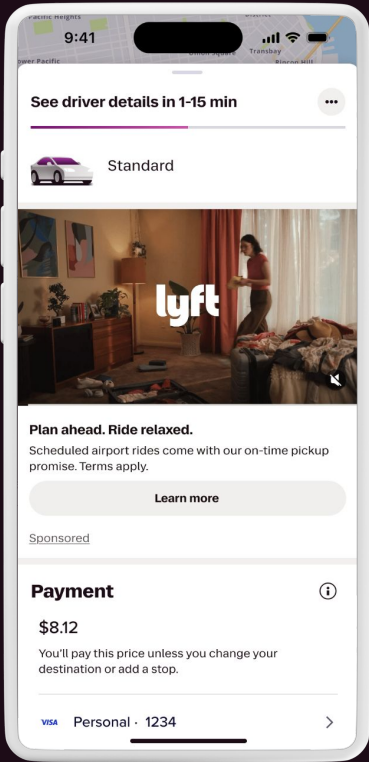
03 Destination URL

Required: Landing Page URL

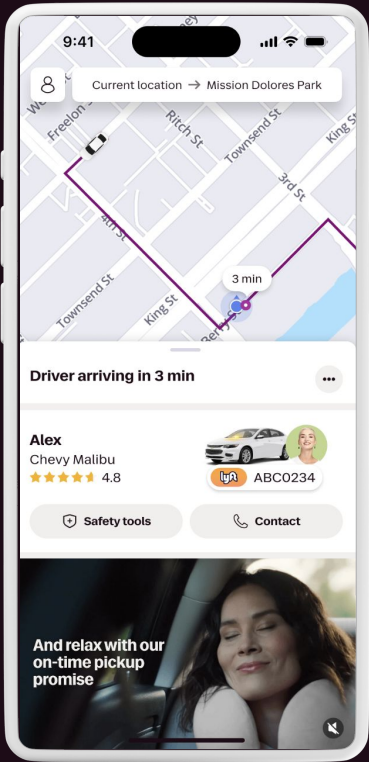
Due: 10 Business Days Before Launch

**The copy remains the same throughout each ride stage*
***Disclaimer Copy can support a terms and conditions link and will count against the character limit*

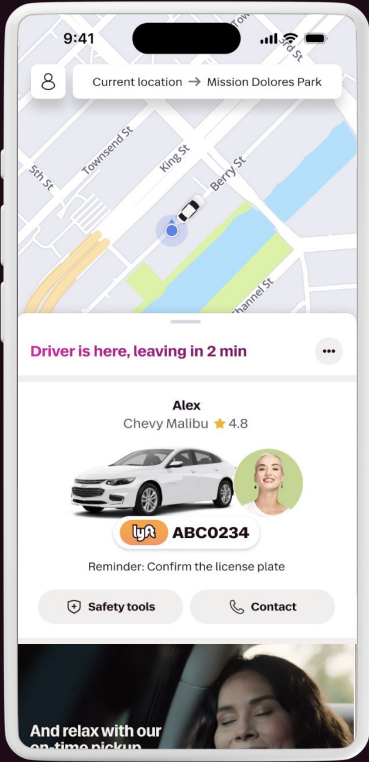
Video Ads User Flow



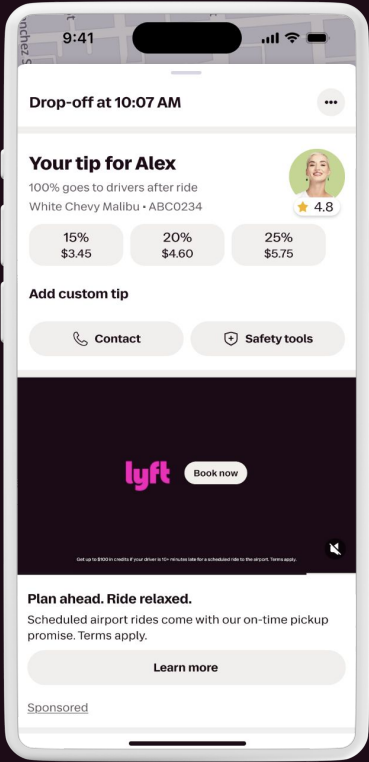
1. Wait



2. Match Reveal



3. Driver Arrived



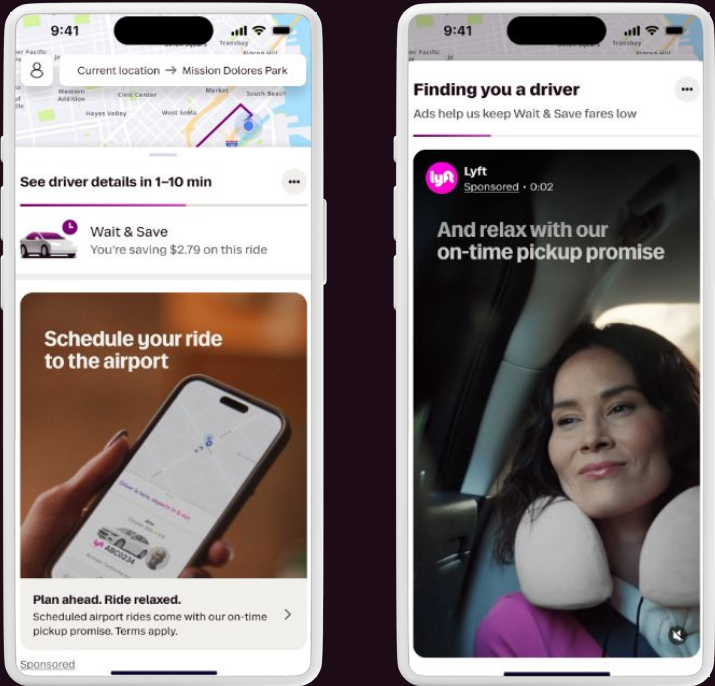
4. In-Ride

Vertical Video Ads

Mobile-optimized 9:16 vertical format designed for maximum impact on Wait & Save rides (coming soon to Standard Rides). This premium, non-skippable 6-second experience delivers uninterrupted brand moments to a highly engaged audience.



Format & Dimensions



01

Creative

Logo

Aspect Ratio	1:1 (cropped to circle)
Format	PNG, JPG
Recommended	192×192 px
Minimum	128×128 px
Maximum	512×512 px
Visibility	Must work in light and dark mode

Creative

Video

Format	MP4, AVI or MOV
Max File Size	50 MB
Aspect Ratio	9:16
Recommended	1440×2560 px
Maximum	2160×3840 px
Minimum	720×1280 px
Length	6 seconds (non-skippable)
Video Codec	H.264, MPEG-2, or MPEG-4
Frame Rate	30 FPS rec
Bitrate	512 KBPS min

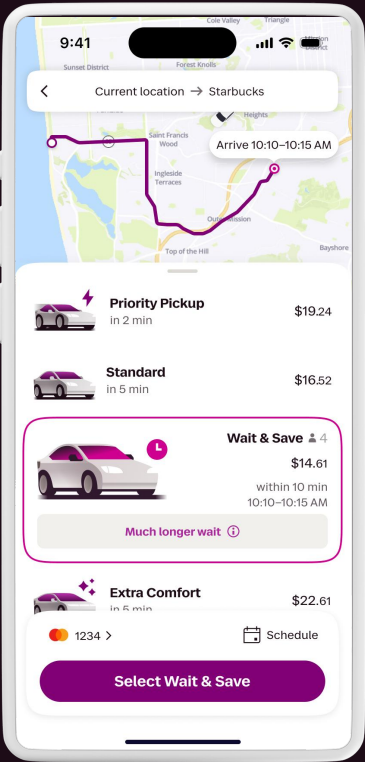
Due: 10 Business Days Before Launch



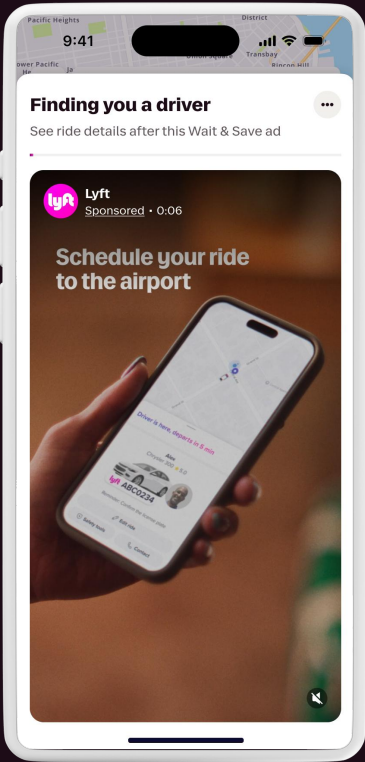
Note: An accompanying post-request Poster Ad asset is also required for Vertical Video campaigns (1:1 and 16:9 formats).

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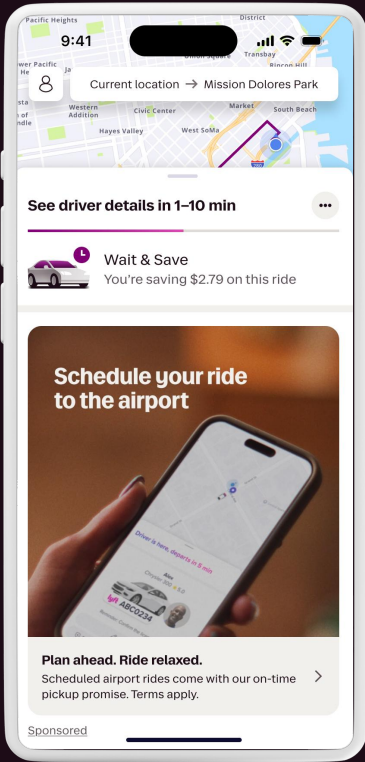
Vertical Video User Flow (Wait and Save)



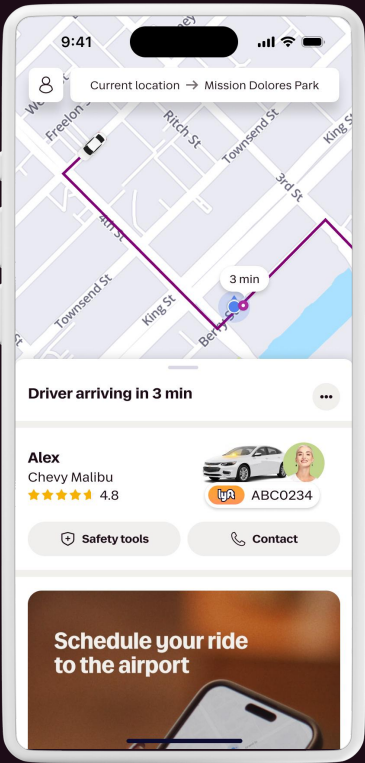
1. Select Mode



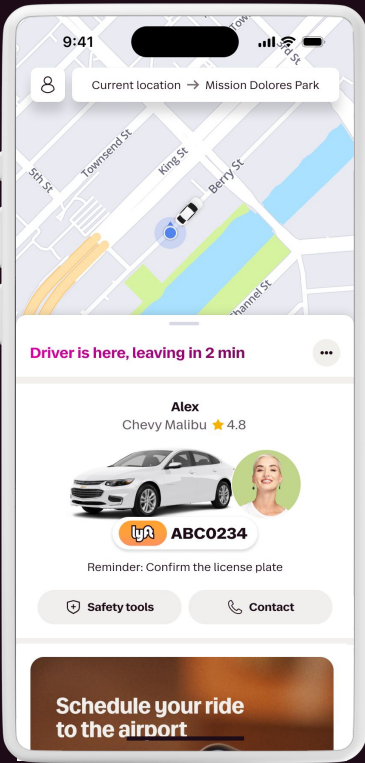
2. Wait and Save
w/ 9:16 6s video



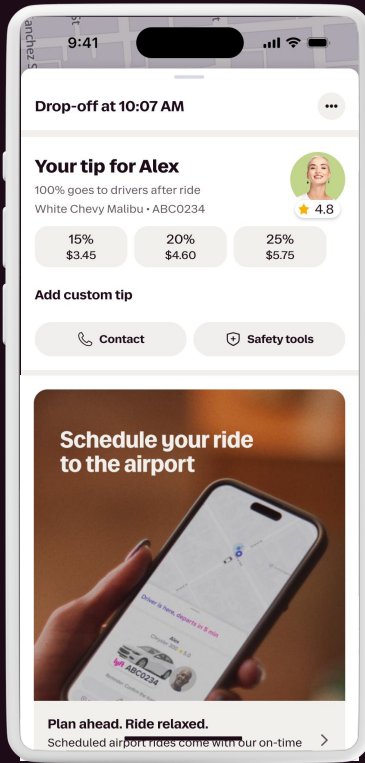
3. End of video with CTAs



4. Match Reveal



5. Driver Arrived



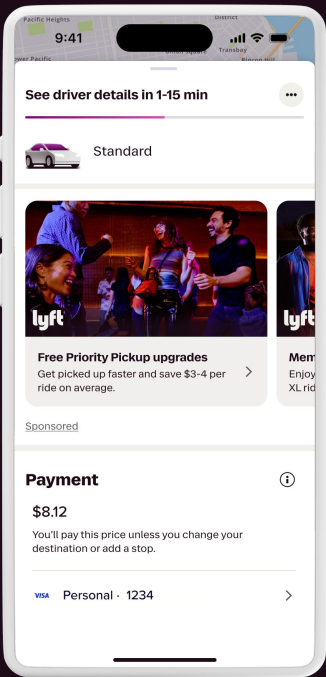
6. In-ride

Carousel Ads

Swipeable multi-frame format allowing brands to showcase up to 4 different creatives in a single placement. Each card can feature unique messaging, imagery, and landing pages for versatile storytelling..



Format & Dimensions



01 Creative

Format	PNG, JPG (avoid CMYK)
Max File Size	2 MB
Ad format (16:9) required	Max: 2880×1620 Min: 864×486

02 Copy

Carousel Title:
65 characters max, 2 lines

Carousel Body:
80 characters max, 2 lines

03 Destination URL

Required: Landing Page URL

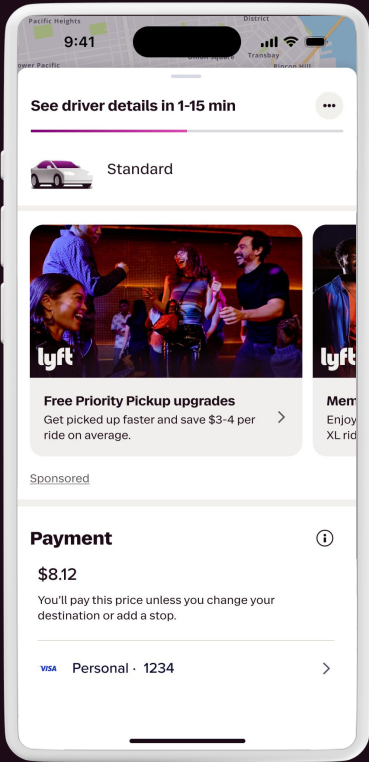
- Can have unique URLs per card

Due: 10 Business Days Before Launch

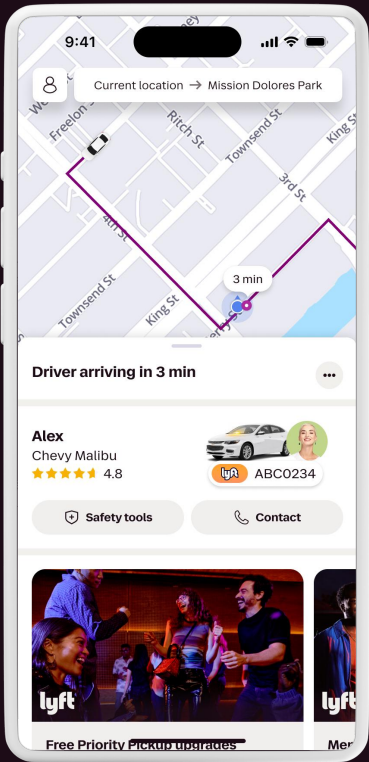
Note: Each carousel must include between 2 and 4 unique cards/creatives.

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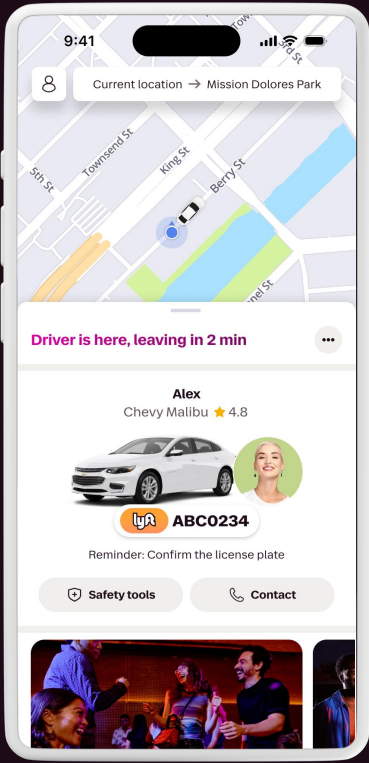
Carousel Ads User Flow



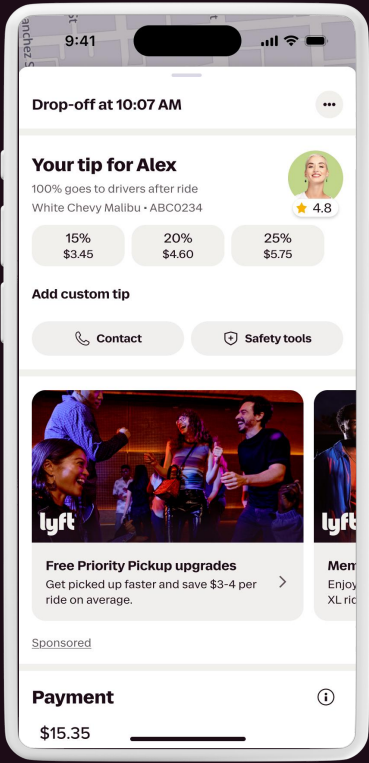
1. Wait



2. Match Reveal



3. Driver Arrived



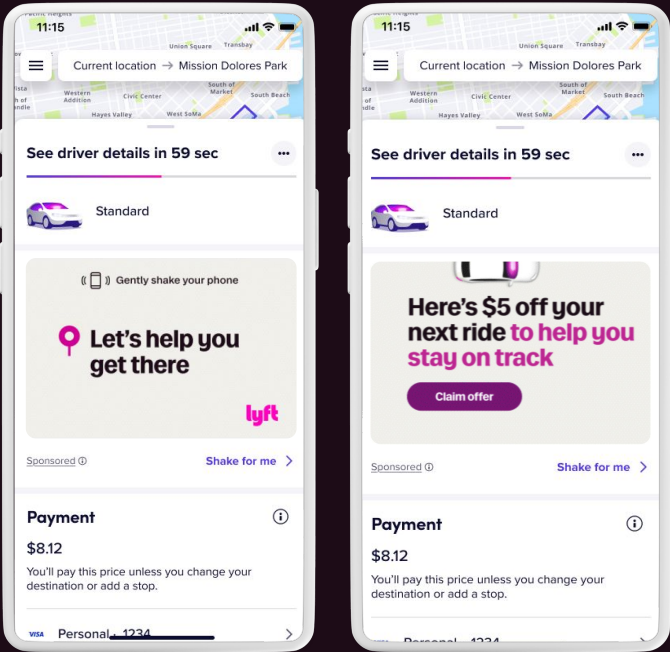
4. In-Ride

Interactive Ads

Work with Lyft Ads Studio

Alpha

Format & Dimensions



01 Creative

Dimensions	3x2 (342 x 228px)
Pre-Shake Asset (1)	Lottie Animation (5 sec max)
Pre-Shake Asset (2)	PNG (final frame)
Post-Shake Asset (1)	Lottie Animation (5 sec max)
Post-Shake Asset (2)	PNG (final frame)

02 Copy

- Pre-shake: "Gently shake to ____" instruction text
- Post-shake: CTA recommended

03 Destination URL

Required: Landing Page URL

 **Due:** 15 Business Days Before Launch

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In-App Sponsored Map Ads

Sponsored Map Vehicles

Work with Lyft Ads Studio

Replace standard Lyft vehicle icons with your branded logo or custom imagery across the entire map view.



Vehicle & Map Marker Guidelines



01

Creative

Format	PNG (transparent)
Max File Size	50 MB
Aspect Ratio	15×23
Dimensions	60×92, 90×138, 120×184 px



Non-Vehicle Visual Guidance

If replacing the vehicle icon with a brand icon: must be associated with your brand and make sense to riders as a vehicle replacement. Use objects with a clear front and back — not people.

Due: 15 Business Days Before Launch

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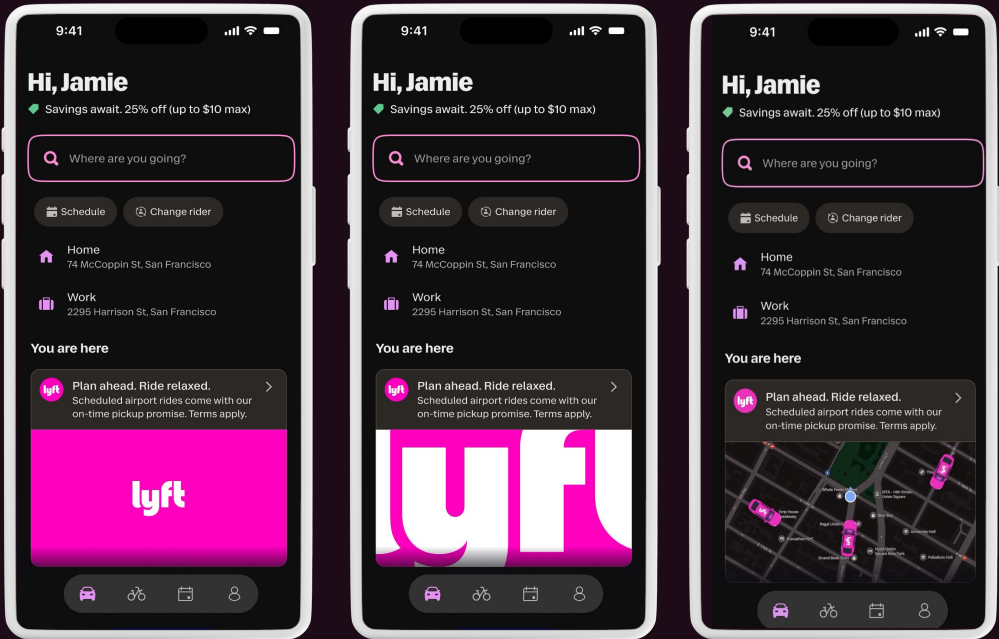
Sponsored Map Splash

Work with Lyft Ads Studio

A 4-second animated brand experience that plays automatically when riders open the Lyft app transforming the map into a full-canvas storytelling moment.



Format & Dimensions



01

Creative

Title	30 characters including spaces
Body	1 line preferred, 2 max (70 chars)
Logo/Icon	192×192 px, light and dark mode



Process:

- Advertiser provides 2 banner copy alts
- Lyft reviews and provides feedback
- Iterate to final copy

All copy must be approved internally by Lyft.

 **Due:** 15 Business Days Before Launch

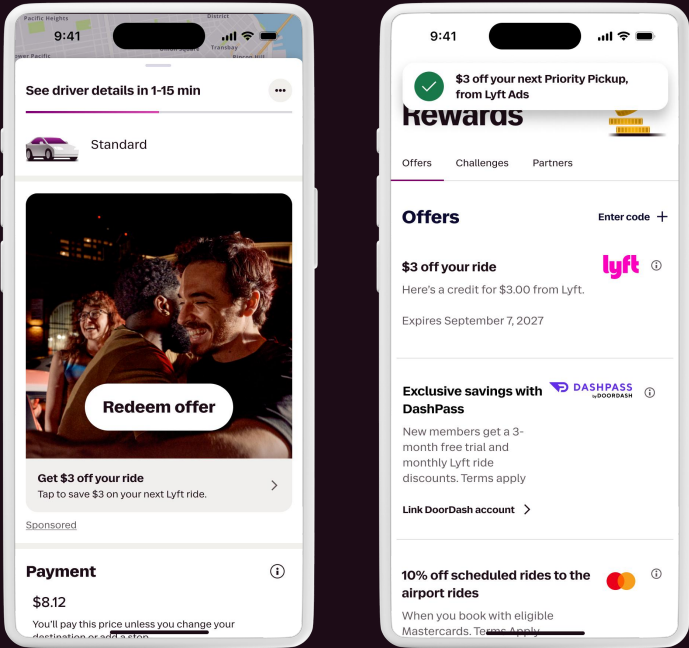
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In-App Sponsored Rides

Sponsored Rides Tap To Redeem

Format & Dimensions



01

Creative

Banner specs

Format	PNG, JPG (avoid CMYK)
Max File Size	2 MB
Ad format (1:1)	Max: 2880×2880 Min: 900×900
Ad format (16:9)	Max: 2880×1620 Min: 864×486

- Include in-creative CTA button

02

Copy

- Title: 32 characters max
- Body: 80 characters max
- Disclaimer (optional): 100 characters max
- Suggested CTA copy: "Claim promo", "Redeem now", "Claim offer"
- Legal disclaimer required
- Include promotional location and period

03

Promo code

- 16 characters max
- Code auto-populated in promo code input screen
- Internal-only variant: riders will not see the code when redeeming

 **Due:** 10 Business Days Before Launch



How it works

- Branded ride coupon appears within poster/ video ad unit
- Rider taps to save credit
- Campaign automatically stops when conversion goal (coupon saves) is reached

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