

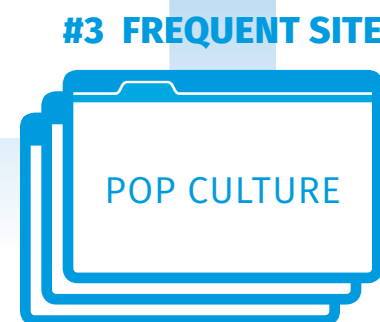
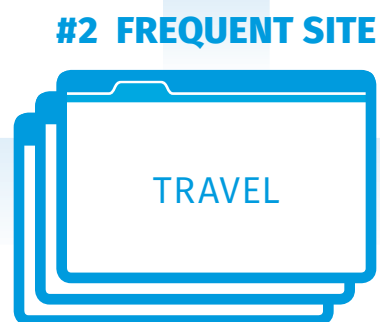
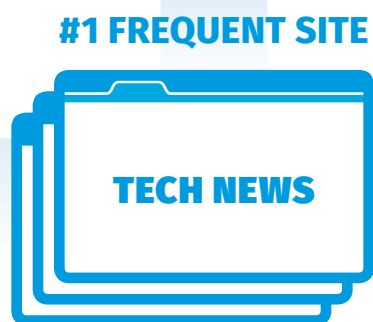
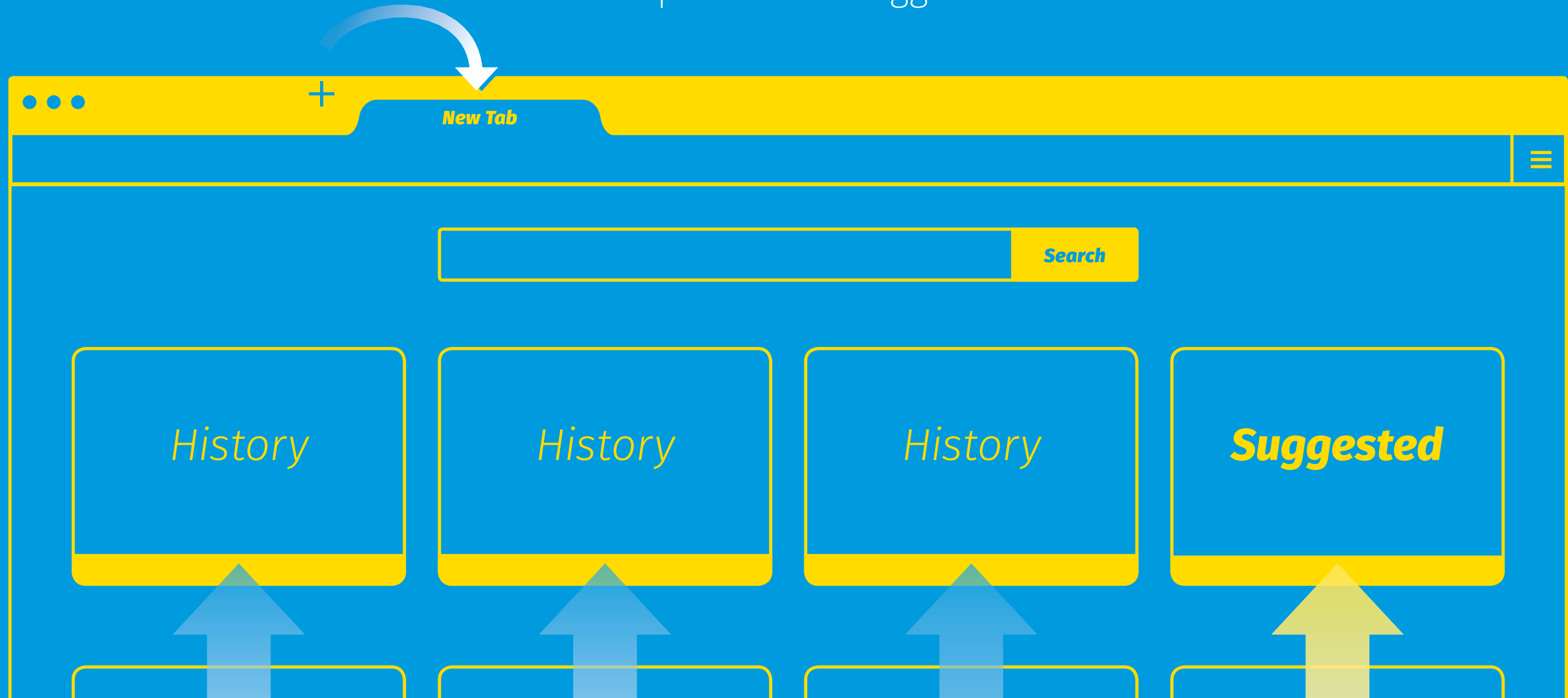
Partner Guide:

Creative Specifications for Directory & Suggested Tiles on Firefox New Tab

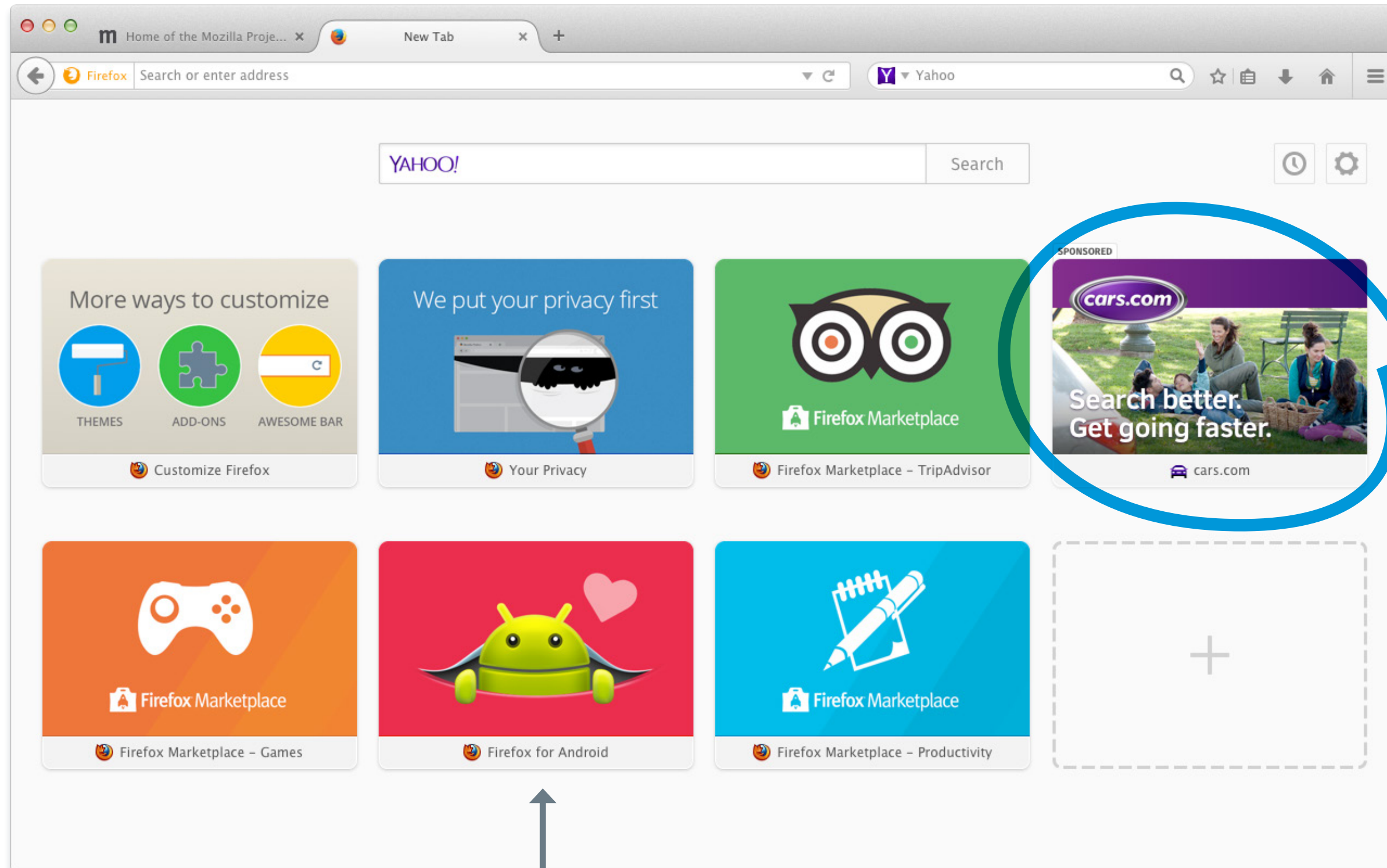
UPDATED AUGUST 26, 2015

What is New Tab for Firefox?

Your most frequent sites + suggested content



First-Time Users = Mozilla + Directory Tiles

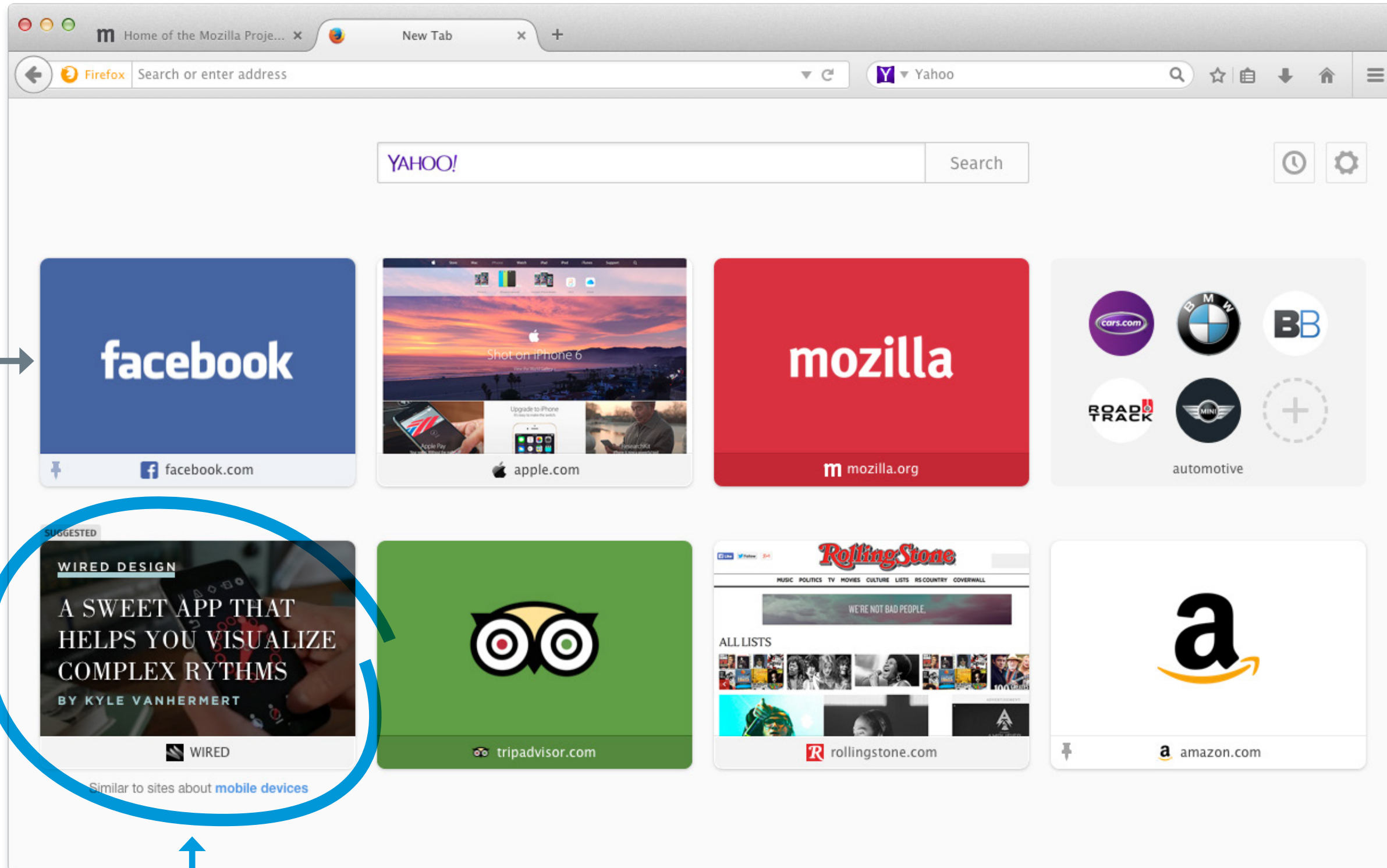


A **Directory Tile** features sponsored content from a Mozilla partner. Campaigns are targeted by geography.

Mozilla Tiles show content about Firefox, or other Mozilla products. As a user browses the Web, these become *History Tiles*.

Current Users = History + Suggested Tiles

History Tiles show a user's most recent, frequently visited destinations on the Web.

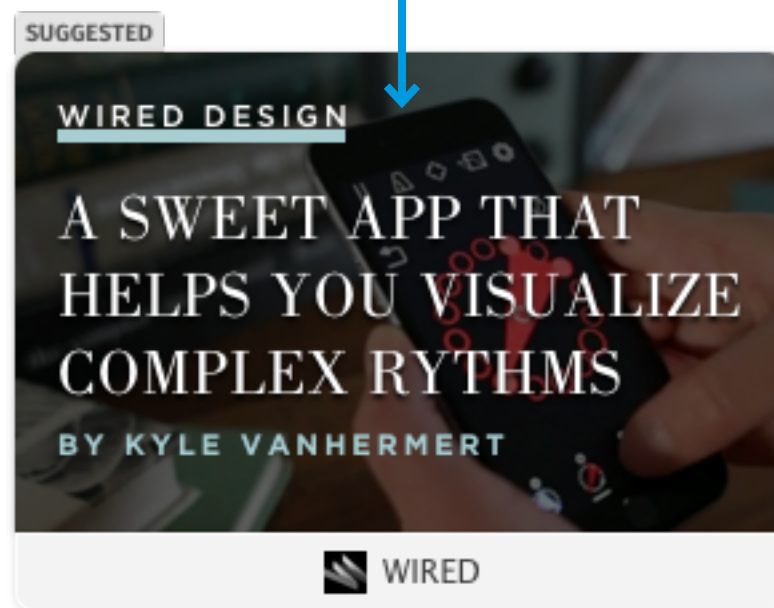


Suggested Tiles feature content from a sponsored partner, and are related to a user's most recent interests.

Anatomy of a Directory or Suggested Tile

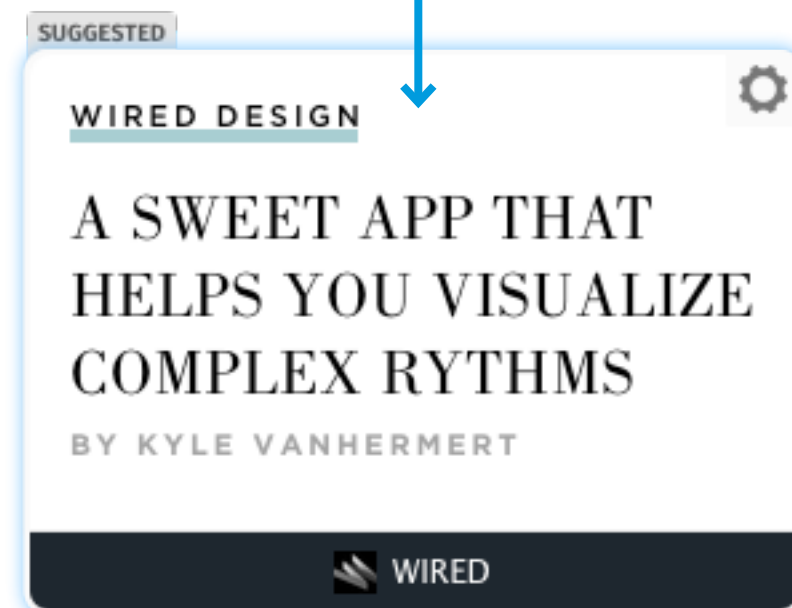
In order for Firefox to show suggested content from a partner on New Tab, a few simple creative assets are required:

1 **Static image**



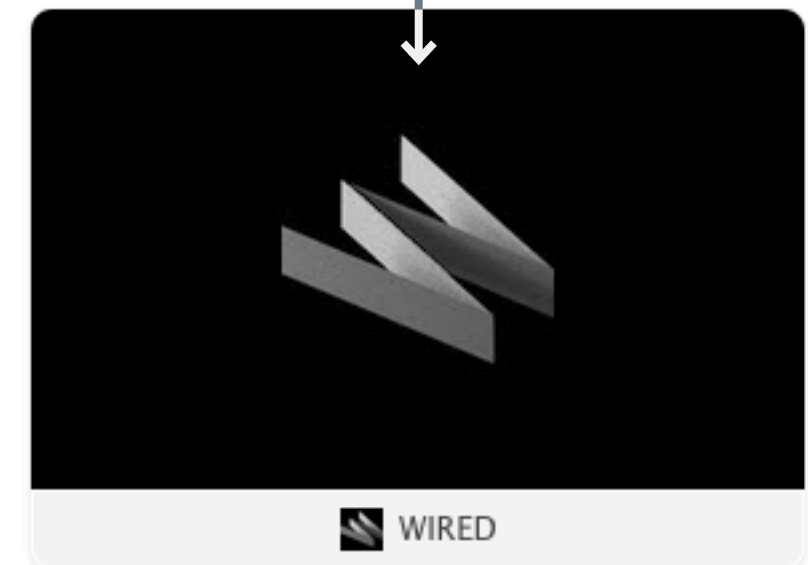
Similar to sites about **mobile devices**

2 **Rollover image**



Similar to sites about **mobile devices**

3 **Logo**



HISTORY TILE

DIRECTORY / SUGGESTED TILE

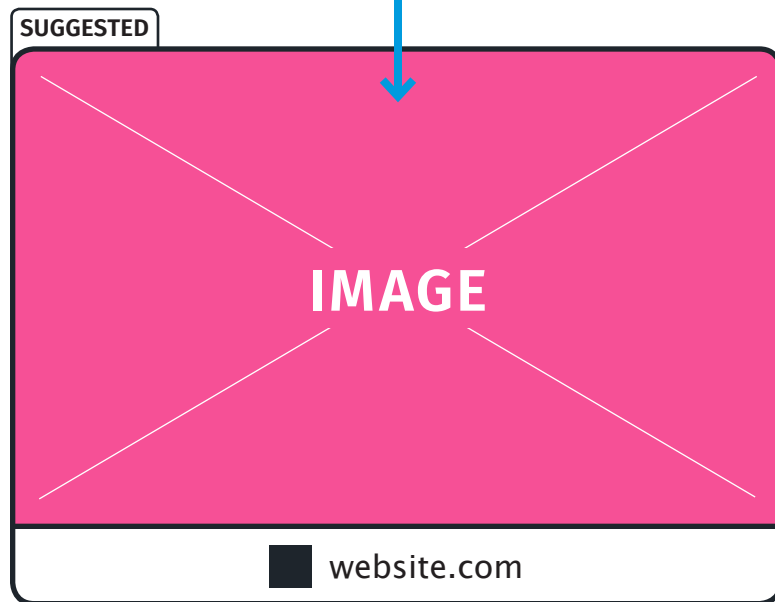
A single headline, or clear call-to-action, indicate what a user should expect when they click to view the content.

A logo helps a user identify the site when returning to New Tab.

Specifications for a Directory or Suggested Tile

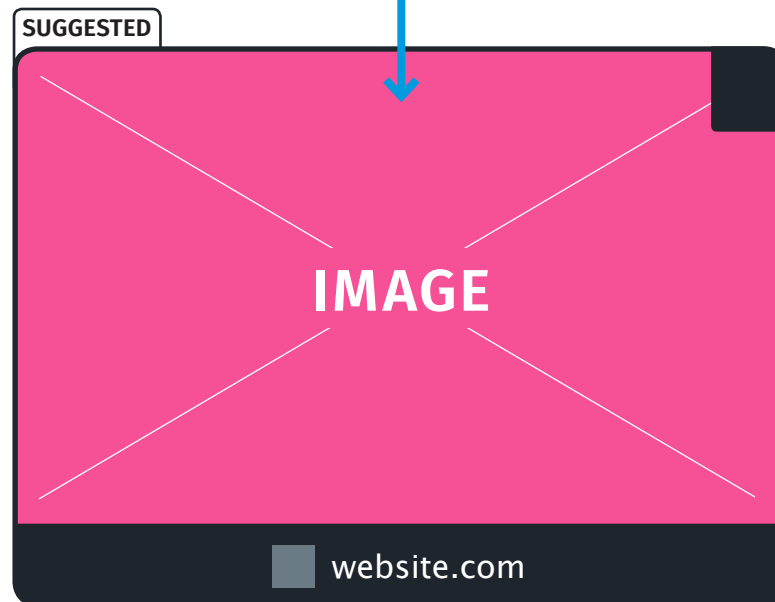
● **Partner** provides 3 assets ● **Firefox** does the rest!

1 **Static image**



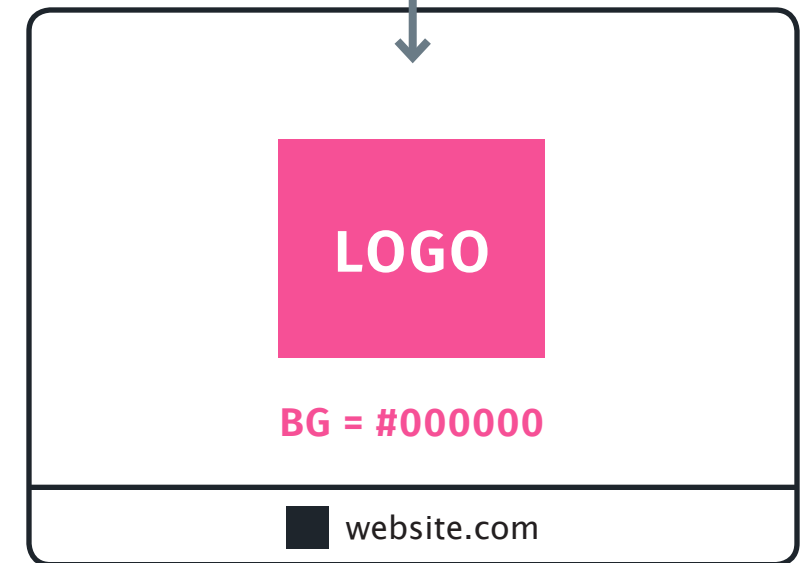
Similar to sites about <interest category>

2 **Rollover image**



Similar to sites about <interest category>

3 **Logo**



SPECIFICATIONS

SPECIFICATIONS

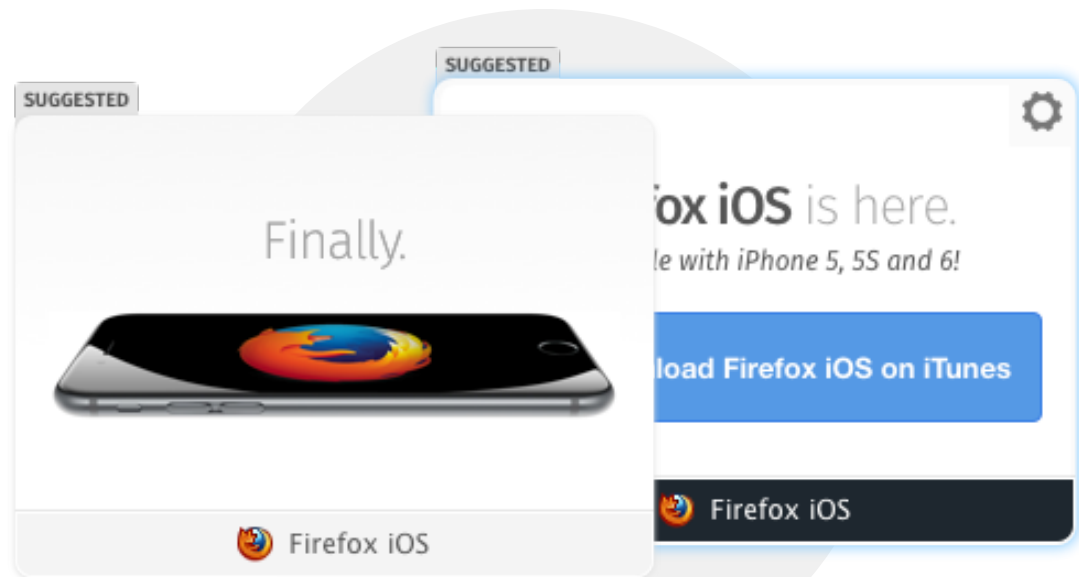
PNG24 image(s) = 580 x 360

PNG24 (transparent BG) or SVG image

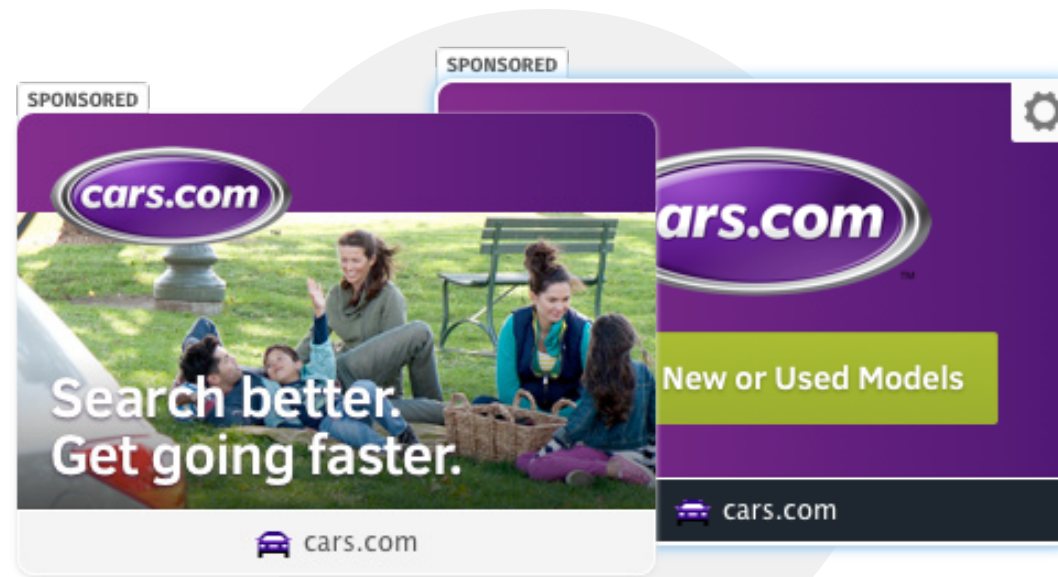
BG color = HEX value

Creative Examples & Templates

FEATURED PRODUCT / SERVICE



Suggested Product 1



Suggested Product 2



PSDs + Free Fonts!
(16.4 MB)



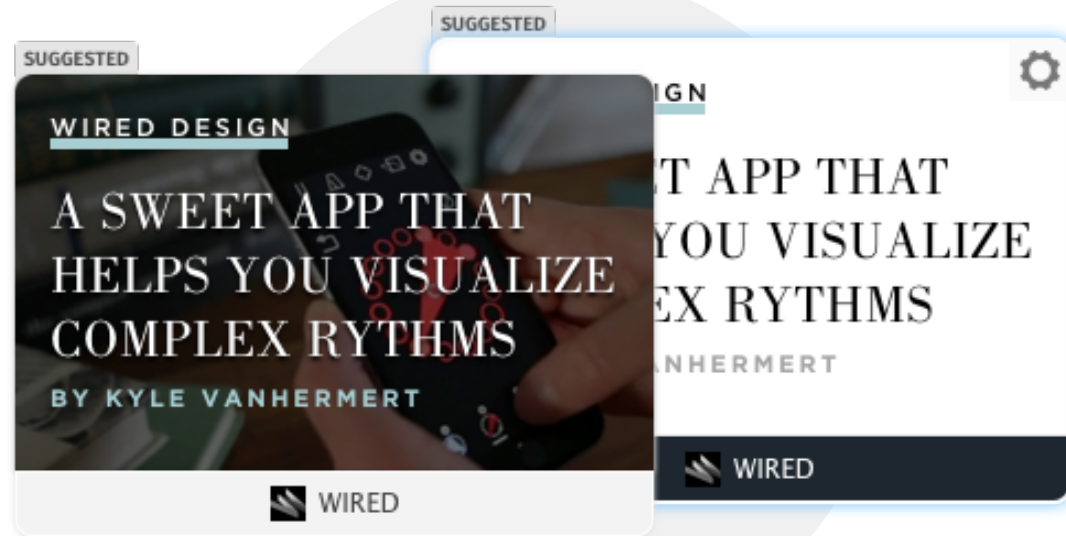
Suggested Product 3



Suggested Product 4

Creative Examples & Templates (cont.)

FEATURED STORY



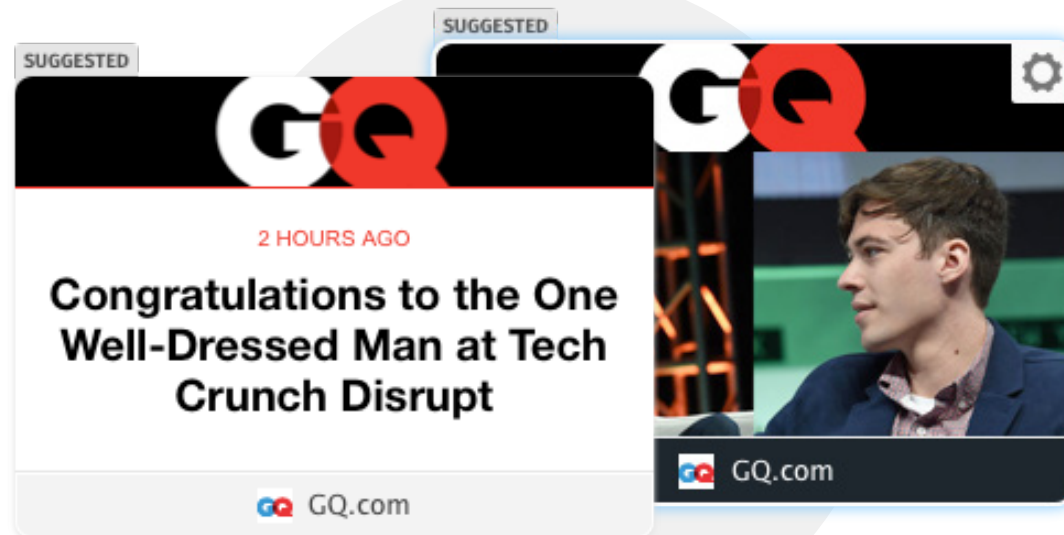
Suggested Story 1



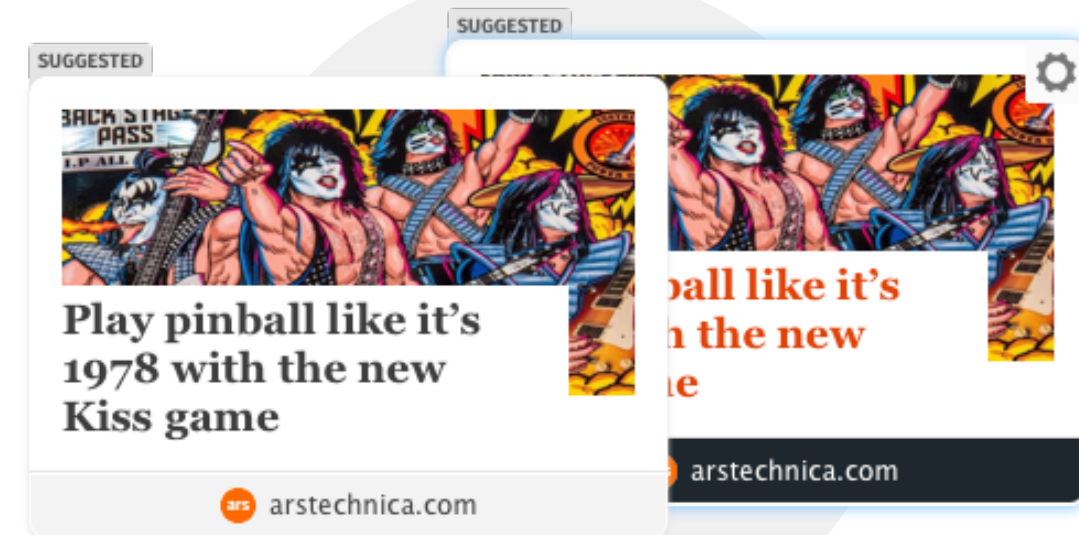
Suggested Story 2



PSDs + Free Fonts!
(16.3 MB)



Suggested Story 3



Suggested Story 4



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