



Reach PLC Video Advertising Specifications

MP4 Guidelines – Version 1.0 | Effective 05 March 2026

Reach PLC partners with Primis to deliver high-quality, in-article video advertising experiences across our premium publisher network. These specifications outline the technical standards and delivery requirements for video creatives running within the Primis player environment.

Following these guidelines ensures reliable ad delivery, optimal playback performance across devices, and full compatibility with industry standards.

Our goal is to provide advertisers with a high-impact video environment while maintaining fast page performance and a seamless user experience across Reach PLC websites.


Why These Specifications Matter

To maintain the highest quality video experience for both users and advertisers, all video creatives must adhere to the requirements outlined in this specification document.

Following these standards helps ensure:

- Consistent playback across devices and browsers
- Reduced latency and faster ad load times
- Accurate measurement and viewability tracking
- Reliable campaign delivery
- Compliance with IAB video advertising standards

Failure to meet these requirements may result in playback errors, delayed campaign launches, or creative rejection during validation.



Technical File Requirements

To ensure high-quality delivery across all devices, all supplied video assets must adhere to these specifications.

- **Format:** MP4 only.
- **Video Codec:** H.264 (AVC) is required for universal compatibility.
- **Frame Rate:** Minimum 25 FPS.
- **Resolution:** 1280x720 (720p) is recommended for optimal quality.
- **Aspect Ratio:** 16:9 is standard; 9:16 or 4:5 is recommended for mobile-first campaigns.
- **Audio Codec:** AAC (Advanced Audio Coding).
- **Audio Sample Rate:** 44.1 kHz or 48 kHz.
- **Sound Policy:** Must be off by default. Audio playback is strictly user-initiated via player controls.

Delivery & Performance Optimisation

Recommended settings vary by device to maximize engagement and reduce latency.

Metric	Mobile Web (Recommended)	Desktop Web (Recommended)
Video Duration	6–15 Seconds	15–30 Seconds
Max File Size	5MB	10MB
Target Bit Rate	1500–2500 kbps	2500–5000 kbps

- **Key Advice:** Capture attention within the first 3 seconds. Mobile users often scroll away if not engaged immediately.
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Third-Party Tracking & Guidelines

When providing a standard MP4 file for site-serving, tracking is limited to static beacons.

- **Image Pixels Only:** Only 1x1 image-based tracking pixels (beacons) are supported.
 - **No JavaScript (JS):** JS-based trackers are not supported for raw MP4 files as the file cannot execute scripts.
 - **SSL Required:** All tracking URLs must be HTTPS compliant to prevent browser blocking.
 - **Cache Busting:** All trackers must include a [timestamp] macro to ensure accurate unique impression counting.
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Ad Manager Declaration (Skippable Features)

- **Skippable Video:** Skippable functionality is not inherent to the MP4 file. It must be explicitly declared during booking in Google Ad Manager if required.
 - **Default State:** If not declared as skippable at the time of setup, the ad will remain skippable disabled.
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Creative Best Practices

- **Text Safe Zones:** Keep essential logos and text in the center 80% of the frame to avoid being covered by player UI (e.g., Skip buttons, volume icons).
 - **Visual-First Design:** Since sound is off by default, use captions or heavy on-screen text to convey the message.
 - **Creative Naming Conventions:** Include the campaign name and duration in the file name, plus a unique identifier if there is more than one creative supplied (e.g., Brand_Summer_Campaign_v1_15s.mp4)
 - **Mezzanine Quality:** If possible, provide a high-quality "mezzanine" file. [Google Ad Manager](#) often transcodes the original file into multiple lower-bitrate versions to ensure smooth playback for users on slower connections.
 - **VPAID vs. MP4:** If the video requires interactive features (like clickable hotspots inside the video), an MP4 will not work; a VAST/VPAID tag must be provided instead.
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