Inread Specification

(October 2024)

Turnaround time

Please ask Ad Operations if your brand can play inreads. It takes about five days to enable a brand to run inreads. Please allow a further five days for the asset to be trafficked.

Description

The inread is a video format that appears embedded within the content of an article, usually after four or five paragraphs. It can appear on both desktop and mobile devices. It has the standard set of video controls. It stops playing when the user scrolls past, and resumes if the user brings the inread back into view.

File Type:

.mp4

Maximum length:

1 minute

Maximum File Size:

3.5MB

Video Format

Ratio: **16:9**
Dimension: **1280x720px** (Responsive to the page level)
Video Duration: **15/30 seconds**
FPS: **24**

Tags Accepted

1x1
VAST
VPAID JS
All tags must be SSL only

Guidelines to prevent your inread video being flagged as Heavy Ad (April 2023)

For Video Ads:

- Try and aim for 3.5MB final weight, but check that overall quality is not compromised. (Even if you are running a 3rd party VAST/VPAID tag, please ensure the media file within the XML is less than 4 MB.)
- If you are running a 3rd party tag, that has multiple 3rd party JS trackers and/or wrappers, this may cause a heavy ads CPU intervention, and the best solution is to remove them if possible or work with your 3rd party vendor to troubleshoot.
  - Videos should not be longer than 30 seconds
  - Use 3rd party tools like Handbrake, Adapter, or VideoSmaller to compress and resize videos.
  - Reduce video resolution and bitrate:
- Recommended coded: H.264
- Recommended max size: 960 width
- Recommended max bitrate: 768kbps