Specs/Delivery for Reach TV

Video	Audio	Captions (Preferred, Not Necessary)
Codec : H.264	**Encoding:** AAC - High Quality 160 kbps, 48k	**Format:** Captions are to be delivered in .vtt/srt format, as a separate file.
Resolution: 1080p (1920x1080) or 720p (1280x720)	**Channels:** Stereo - 2 Channel; L&R	**Naming Convention:** <media filename>_<CC>.vtt <media filename>_<CC>.srt
Bitrate: 4 Mbps	**Audio Loudness Level:** -24 LKFS Avg (-9 Max (+/-2dB) per ATSC A/85	**Time Code:** 00:00:00:01** (NEVER all Zeros) **If providing a caption file... Caption time code must NEVER BE ALL ZEROS. Add at least a 1 to the starting time code. *If providing content with burnt-in captions, recommended size is between 42 and 48px Plus with 90% black opacity background
H.264 Level: 4.1 for 1080p; 3.1 for 720p		
Frame Rate: 23.98, 29.97, or 59.94		
Profile: High		
GOP Structure: Closed GOP		
Color Enconding: YCbCr/4:2:0 or 4:2:2		
Bit Depth: 8 bit		
Scan Type: Progressive		

Creative Submissions & Deadlines

- Creative must be submitted to spec within **5** business days prior to launch
- Please deliver spots to NBC Everywhere **Hightail Uplink** https://spaces.hightail.com/uplink/nbceverywhere **OR** Spots can be delivered via email to reachtvinstructions@nbcuni.com
- To confirm advertiser, creatives uploaded and campaign dates please email NBCU Reach TV Ops: reachtvinstructions@nbcuni.com
- General Questions email Reach TV Ops: reachtvinstructions@nbcuni.com