

# PAAB ADVISORY

## Disclosure of APS Placement Details

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The PAAB generally reviews APSs for print and online publications and platforms with the understanding that the materials will have run-of-site/random placement within publications or platforms. If the positioning of an APS is not random and is instead by design, including but not limited to being housed in a specific section of a publication/platform or being triggered by a keyword or user action, details relating thereto should be disclosed when the APS is submitted for review. This applies to APSs housed on social/network platforms, electronic medical records (EMR) platforms and the like. Please note that PAAB acceptance of an APS for run-of-site/random placement does not automatically confer acceptance of the same APS for non-random placement and vice versa.