

### **APS breakpoints (Updated July 2022)**

As a reminder of standard review practice, advertising/promotion systems (APS) such as websites, which have established breakpoints for consumption on various devices (e.g. mobile vs. desktop vs. tablet) may be submitted as iterative submissions per the new [Guidance on Submission Process and Format Requirements](#) document. The reconfiguration of the layout to address the specification of each of these devices, generally results in a change to the flow and presentation of content such as menu presentation, functionality, copy/visual flow of content etc. The cover letter should identify the parent file and 'iterative' elements for review. The layout files should be clearly labeled (e.g. MobileLayout\_v1, DesktopLayout\_V1)

### **QR code links**

When using QR codes to link to websites, please ensure that the eFile number for the mobile version of the format is submitted. The design and nature of a QR code is that it is intended to be scanned with a mobile or tablet device.