



Pause Ad Profits

Client Proposal & Scope of Work Template

Editable proposal language for PAP client projects

PAP CLIENT PROFIT KIT

How to use this template

Replace every bracketed field. Delete instructions that do not apply. Confirm the current PAP Agency license terms and have an appropriate professional review contractual language when needed.

Proposal for [CLIENT BUSINESS NAME]

Prepared For	Prepared By	Date	Valid Until
[Client name and business]	[Your name and business]	[Month Day, Year]	[Month Day, Year]

1. Client Goal

[Summarize the client goal in two or three sentences. Example: Increase the number of viewers who notice the free-trial offer while watching the product demonstration video.]

2. Current Opportunity

[Describe what you observed. Example: The video explains the product well, but viewers who pause receive no relevant next-step message. A PAP campaign can turn selected pause moments into visible, clickable calls to action.]

3. Recommended Solution

I recommend a Pause Ad Profits campaign for [NUMBER] video(s). The campaign will display approved pause ads when viewers pause the supported video player. The ads can direct viewers to [DESIRED ACTION OR URL].

4. Project Deliverables

- [NUMBER] PAP video campaign(s).
- Up to [NUMBER] pause ads per campaign.
- [Regular ads / image-only ads / combination].
- Headline, supporting text, CTA, and destination-link setup as defined below.
- [Standard JavaScript embed / hosted iframe player] implementation.
- Approved-domain configuration for [DOMAIN(S)].
- Desktop, phone, and fullscreen quality-assurance testing.
- [NUMBER] revision round(s).
- [NUMBER] days of post-launch support.

- [One-time launch report / monthly report / no recurring report].

5. Project Timeline

Milestone	Target
Client materials and access received	[DATE]
First campaign draft	[DATE]
Client review and revisions	[DATE]
Installation and testing	[DATE]
Launch	[DATE]

6. Investment

Item	Fee
[PACKAGE OR SERVICE NAME]	\$(AMOUNT)
[OPTIONAL ADD-ON]	\$(AMOUNT)
Total	\$(TOTAL)

Payment terms: [Full payment before work begins / percentage deposit and balance schedule]. Work begins after payment and required client materials are received.

7. Client Responsibilities

- Provide accurate video URLs, page URLs, destination links, brand assets, and platform access.
- Confirm ownership or permission to use all supplied content and media.
- Approve ad copy, claims, pricing, offers, privacy language, and compliance requirements.
- Provide feedback within [NUMBER] business days.
- Maintain the client website, video hosting account, page builder, and destination pages.

8. Revisions and Out-of-Scope Work

This proposal includes [NUMBER] revision round(s). A revision round means one consolidated list of changes submitted at the same time. New videos, new campaigns, additional creative concepts, extensive copywriting, page redesign, custom development, or third-party technical repairs are outside this scope and will be quoted separately.

9. Performance and Platform Disclaimer

Pause Ad Profits provides advertising and call-to-action tools. No specific number of views, clicks, leads, sales, conversions, or revenue is guaranteed. Results depend on the video, audience, traffic, offer, page, message, technical environment, and other factors outside the service provider's control. Third-party video platforms and page builders may change their systems or policies.

10. Ownership and Access

The client retains ownership of client-supplied assets and final client-branded creative delivered under this project. The service provider retains ownership of the PAP account, software access, internal systems, reusable processes, and original templates unless a separate written agreement states otherwise. PAP software access is not transferred to the client.

11. Acceptance

By signing or approving this proposal and submitting payment, both parties agree to the stated scope, responsibilities, pricing, and limitations, subject to any separate service agreement.

Client Approval	Service Provider
Name: _____ Signature: _____ Date: _____	Name: _____ Signature: _____ Date: _____

Optional Scope-of-Work Summary

Field	Project Detail
Client	[CLIENT]
Live page(s)	[URLS]
Video platform(s)	[HTML5 / Vimeo / Wistia / Spotlightr]
Campaign(s)	[NAMES]
Ads per campaign	[NUMBER]
Primary CTA	[ACTION]
Destination URL(s)	[URLS]
Install method	[STANDARD EMBED / HOSTED PLAYER]
Included revisions	[NUMBER]
Support period	[NUMBER OF DAYS]
Reporting	[ONE-TIME / MONTHLY / NONE]