



Pause Ad Profits

Creative Vault Quick-Start Guide

How to edit, export and use your 800×450 pause-ad graphics

Created for Pause Ad Profits users

What Is Included

- 30 professionally designed 800×450 pause-ad graphics.
- A PowerPoint file containing all 30 fully editable templates.
- Ready-to-use PNG versions of every design.
- A headline, supporting-text and CTA swipe library.
- A campaign recipe book with complete multi-ad campaign ideas.

Fastest Way To Start

Choose a PNG from the Ready-to-Use-PNGs folder, create an image-only ad in Pause Ad Profits, add your destination URL and save it to a campaign.

Using A Ready-to-Use PNG

- 1. Choose a design** — Open the Ready-to-Use-PNGs folder and select the graphic that best matches your offer.
- 2. Create or edit a PAP ad** — Inside Pause Ad Profits, open the campaign where the graphic should appear and create an image-only ad.
- 3. Upload the PNG** — Select the chosen 800×450 image. The complete headline, supporting copy and visual CTA are already built into it.
- 4. Add the destination** — Enter the page that should open when the viewer clicks the pause ad.
- 5. Save and test** — Pause the video on desktop and in fullscreen on a phone. Confirm that the image is readable and the click opens the correct page.

Editing A Template

- Open PAP-Creative-Vault-30-Editable-Templates.pptx in Microsoft PowerPoint or another application that can edit PowerPoint slides.
- Each slide is one 16:9 pause-ad design. Click any text box to replace the headline, supporting text, badge, CTA or YOUR BRAND label.
- Click shapes to change their fill colors, borders or position. All core design elements are editable PowerPoint objects.
- Keep the headline short. Two lines is ideal. Use the Swipe Library when you need alternate wording.
- Export only the finished slide as a PNG, then resize or crop it to exactly 800×450 pixels when required by your editor.

Important

Do not place a real clickable URL inside the image. Add the destination URL in Pause Ad Profits so the entire pause ad can be clicked and tracked.

Choosing The Right Design

Folder / Theme	Best Use
Affiliate Promotions	Product recommendations, bonuses, reviews and demonstrations.
Lead Generation	Checklists, reports, newsletters, free training and opt-in offers.
Webinars and Events	Registrations, reminders, limited seats and replay promotions.
Software and Services	Demos, automation tools, services and time-saving solutions.
Coupons and Special Offers	Flash sales, discount codes, deadlines and private pricing.
Memberships and Client Offers	Upgrades, partner offers, client services and cross-promotions.

Pause-Ad Copy Best Practices

- Match the ad to the video topic. A relevant pause ad feels helpful instead of disruptive.
- Promote one action at a time. Avoid competing links or multiple offers in one graphic.
- Use benefit-focused headlines. Tell the viewer what they gain, not merely what the product is.
- Keep supporting text to one or two short sentences.
- Use a specific CTA such as Watch The Demo or Download The Guide instead of Click Here.
- Rotate two or three ads when a video supports more than one logical next step.
- Review campaign statistics and replace weak ads instead of adding more clutter.

License Summary

You may customize these materials for your own business and marketing campaigns. Client use requires the PAP Agency & Commercial License. You may not resell, redistribute, give away or repackage the editable templates or original PNG collection as a competing template product. See LICENSE.txt for the complete terms.

Your Five-Minute Launch Checklist

- Choose one video and one matching offer.
- Choose one PNG or customize one template.
- Create an image-only PAP ad and add the destination URL.
- Place the ad inside the correct campaign.
- Pause the video and test the click on desktop and mobile fullscreen.
- Check statistics after traffic begins arriving.