



[Knowledgebase](#) > [Provider](#) > [Credits](#) > [Why was I charged for my ad even though my account was disabled?](#)

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When you create an ad, even if your account is deactivated, credits are deducted. However, the "clock" on those credits only starts the moment your profile is activated. This means that once your Ad goes live, you won't be charged again until the cycle of those deducted credits is complete!