

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
 BRAND : HEV
 PROJECT: : HEV EVENT MATERIALS
 CE. NO. : TOYOTA-2023-0039
 DATE : 01 December 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

	SERVICE	NET	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT - print ad KV (half page & half center spread) - 10 hours - two (2) Static LED OOH - 14 hours - one (1) Moving LED OOH (15s) - 15 hours - three (3) Static teasers for Social Media @ 4 hours per material - 12 hours - fifty-one (51) hours of computer time @ Php3,500/hour	178,500.00	21,420.00	199,920.00
II	FA PRODUCTION - print ad KV (half page and half center spread - @4 hours per material = 8 hours - two (2) Static LED OOH - 4 hours - one (1) Moving LED OOH (15s) - 5 hours - twenty-one (21) hours of computer time @ Php3,500 per hour - four (4) PSD release: @ Php5,000 each	93,500.00	11,220.00	104,720.00
III	ASC APPLICATIONS/FEEES - permit fee 1) regular application: 3 Static @ Php2,520 (Php840 per material) 2) regular application: Moving @ Php1,602 - ASC processing fee: Php20,000	24,122.00	2,894.64	27,016.64
IV	ASF On items number I, II, III	34,572.24	4,148.67	38,720.91
	SUB TOTAL	330,694.24	39,683.31	370,377.55
	GRAND TOTAL	330,694.24	39,683.31	370,377.55

TERMS : Check Releasing Bank: Metrobank Check Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

SUBMITTED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>L. Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>R. Cabanban</i> Reginne Cabanban Managing Partner		

APPROVED BY:

Juan Carlos Gaon



APPROVED BY:

Elvin Luciano

Vice President, Marketing Services Department

