

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



16/F Two World Square
McKinley Hill, The Fort
Taguig City, Philippines
Tel.: 856-7888
Fax: 856-9316

CLIENT: **MERALCO (Manila Electric Company)**
PROJECT: **Meralco Advisory October 2022 OOH Billboard Materials**
C.E. NO.:
DATE:

	2022	7
15	October	2022

**MERALCO (Manila Electric Company)
Meralco Advisory October 2022 OOH Billboard Materials**

	NET	VAT	TOTAL
I. CREATIVE CONCEPT AND DESIGNS <i>Two (2) Concept and Six (6) Cascaded Designs for OOH Vertical Billboards</i> Concept (Campaign), design, copywriting, and revisions (up to 3 passes); Provision of Layered Files, Stock Photos (Enhanced License)	253,548.37	30,425.80	283,974.17
II. ANIMATION <i>2D Animated Video (10 secs)</i> 6 sizes - 576x1536, 720x480, 1040x832, 1280x112, 1500x259, 1080px x 1920px (IG Story) Video formats - Video Formats: .wmv, .mov, .avi uncompressed, .vob (dvd format)	198,436.34	23,812.36	222,248.70
III. PROJECT MANAGEMENT <i>Account management and coordination</i>	61,765.00	7,411.80	69,176.80
GRAND TOTAL	513,749.71	61,649.96	575,399.67

NOTES: Full payment is due **thirty (30) days** after submission of final materials.

SUBMITTED BY: Jam Sison <small>JERAMIC SISON</small>	NOTED BY: Kirk Campos	APPROVED BY: Cheska Africa	APPROVED BY: Deza Lim	APPROVED BY:
VERIFIED BY: Marlene Cadavillo	NOTED BY: Bobby Vito			