

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



16/F Two World Square
McKinley Hill, The Fort
Taguig City, Philippines
Tel.: 856-7888
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CLIENT: **MERALCO (Manila Electric Company)**

PROJECT:

C.E. NO.:	2022	0
DATE:	10 October	2022

**MERALCO (Manila Electric Company) MERALCO
ADVISORY JULY DIGITAL OOH VERTICAL**

	NET	VAT	TOTAL
I. ANIMATION: STORYBOARDING ONLY <i>Four (4) Storyboard (layout guide) for three (3) Vertical Boards 10s & (1) IG Vertical Story 10s (1-3 revisions) (up to 3 passes) after first pass</i>	13,300.00	1,596.00	14,896.00
P 3,325.00 / Per hour 4 total hours			
II. Project Management <i>Account management & coordination for 18 hours (1-3 days)</i>	69,825.00	8379	78,204.00
P 3325.00/ Per hour 21 total hours			
GRAND TOTAL	83,125.00	9,975.00	93,100.00

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

For I. Animation: Storyboarding Only, output was a layout guide for digital billboards and IG vertical story (concept and layout) and served as a guide for production team. Production cost will be provided by production supplier.

For II. Project and Management costs cover the manhours of agency personnel including managing director, account manager, and creative director for creative supervision

Services rendered were rushed and had to beat specific deadline, covering even weekend of July 23

SUBMITTED BY: Jam Wilson	NOTED BY: Kirk Campos	APPROVED BY: Francesca Africa	APPROVED BY: Deza Lim	APPROVED BY:
VERIFIED BY: Marlene Cadavillo	NOTED BY: Bobby Vito			