

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	10
DATE:	10	October 2022

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

	NET	VAT	TOTAL
I. ANIMATION: STORYBOARDING ONLY <i>Six (6) Storyboard (layout guide) for five (5) Vertical Boards 10s & (1) IG Vertical Story 10s (1-3 revisions) (up to 3 passes) after first pass</i> P 2,600.00 / Per hour 6 total hours	15,600.00	1,872.00	17,472.00
II. Project Management <i>Account management & coordination for 24 hours (1-3 days)</i> P 2375.00/ Per hour 28 total hours	66,500.00	7980	74,480.00
GRAND TOTAL	82,100.00	9,852.00	91,952.00

NOTES: Full payment is due **thirty (30) days** after submission of final materials.
 Complete change of layout for this month's animation and sudden change of direction during creative process.
 For I. Animation: Storyboarding Only, output was a layout guide for digital billboards and IG vertical story (concept and layout) and served ;
 For II. Project and Management costs cover the manhours of agency personnel including managing director, account manager, and creative director for creative supervision

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