

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : SIM Registration FB Materials  
 CE. NO. : PLDT-HOME-2023-0014  
 DATE : 03 April 2023

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

	SERVICE	NET	VAT	TOTAL
I	<b>STATIC KV</b> 1x Static Key Visual	45,000.00	5,400.00	<b>50,400.00</b>
II	<b>CONCEPT FEE</b> Creation of concepts and executions for digital projects	50,000.00	6,000.00	<b>56,000.00</b>
III	<b>ANIMATED MATERIALS</b> 6x Animated materials: 1x Awareness, 1x Incentives, 2x Use-case, 2x Promo	150,000.00	18,000.00	<b>168,000.00</b>
IV	<b>LAYERED FILE</b> Turnover of 1x Layered File	25,000.00	3,000.00	<b>28,000.00</b>
V	<b>Account Management &amp; Client Servicing Fee</b> On items number I, II, III, IV	54,000.00	6,480.00	<b>60,480.00</b>
	<b>SUB TOTAL</b>	<b>324,000.00</b>	<b>38,880.00</b>	<b>362,880.00</b>
	<b>GRAND TOTAL</b>	<b>324,000.00</b>	<b>38,880.00</b>	<b>362,880.00</b>

**TERMS :**

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

SUBMITTED BY: <b>MIG SEVILLA</b> Account Director		PREPARED BY: <b>MIG SEVILLA</b> Account Director		VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst	
NOTED BY: <b>Diane Chua</b> Managing Director					
APPROVED BY: <b>Mabie O. Encarnacion</b> Digital Marketing Manager		APPROVED BY: <b>Adrian Azaña</b> Product Marketing		APPROVED BY: <b>Miguel Ruffy</b> Brand Equity Management	
APPROVED BY: <b>Ana May Javelanos</b> Brand Equity Management					