

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : Prepaid Fiber - Project Success
 CE. NO. : PLDT-HOME-2025-0017
 DATE : 27 May 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	WTAX	ASF	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT Concept Fee	250,000.00		0.00	30,000.00	280,000.00
II	One (1) Static Ad Material	14,000.00		0.00	1,680.00	15,680.00
III	Two (2) Static Ad Material Cascade - Flyer	20,000.00		0.00	2,400.00	22,400.00
IV	Two (2) Layered Files	25,000.00		0.00	3,000.00	28,000.00
V	Stock Images	147,000.00		0.00	17,640.00	164,640.00
VI	CONCEPTUALIZATION AND STRATEGY Strategy Development	150,000.00		0.00	18,000.00	168,000.00
VII	ASC APPLICATIONS Two (2) special screenings plus regular	70,000.00		0.00	8,400.00	78,400.00
VIII	ASC Processing Fee including Rush Fee	30,000.00		0.00	3,600.00	33,600.00
IX	FINAL ARTWORK Flyer - 24 hours of FA time @ P4,500/hour	54,000.00		0.00	6,480.00	60,480.00
X	ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE On items number I, II, III, IV, V, VI, VII, VIII, IX	152,000.00			18,240.00	170,240.00
	SUB TOTAL	912,000.00	0.00	0.00	109,440.00	1,021,440.00
	GRAND TOTAL	912,000.00	0.00	0.00	109,440.00	1,021,440.00

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: Jennifer B. Wieneke Head of Business	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
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NOTED BY:


Diane Chua
Managing Director

APPROVED BY: 
Jester Javier
Senior Product Specialist

APPROVED BY: 
Ruby Ann Gonzales
AVP, National Aquisition
Marketing

APPROVED BY: 
Kathleen Yulo
Manager, Home Marketing

APPROVED BY: 
Adrian Azana
AVP, Home Marketing

APPROVED BY: 
Patrick S. Tang
FVP, Home Acquisition
Marketing