

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : APEC SCHOOLS  
 BRAND : APEC Schools  
 PROJECT: : APEC Schools Digital Media Plans  
 CE. NO. : APEC-2022-0001  
 DATE : 28 April 2022

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

SERVICE	NET	VAT	TOTAL
<b>I Media Plan</b>	772,307.14	92,676.86	<b>864,984.00</b>
<i>Inclusive of 10% ASF</i>			
Channel Execution KPIs Budget			
Facebook Ad Recall Lift 1,044,300 Unique Users 78,590			
Lead Ads 658 Lead Submissions 289,130			
Messenger Ads 2504 Messages 224,964			
Carousel 985 Link Clicks 102,617			
Display Native Ads 2937 Link Clicks 110,683			
SEM Text Ads 194 Link Clicks 40,000			
<b>Minimum Campaign Deliverables:</b>			
1.04M Unique Users			
658 Facebook Leads			
2,500 Messages			
4,100 Link Clicks			
<b>II Community Management</b>	151,800.00	18,216.00	<b>170,016.00</b>
Day-to-day posting and scheduling of content			
Duration: May 1-July 31, 2022, M-F, 9AM-6PM (except holidays)			
Platforms: Facebook, Instagram, Twitter [through Sprout] & TikTok			
Project Management Fee			
<b>SUB TOTAL</b>	<b>924,107.14</b>	<b>110,892.86</b>	<b>1,035,000.00</b>
<b>GRAND TOTAL</b>	<b>924,107.14</b>	<b>110,892.86</b>	<b>1,035,000.00</b>

SUBMITTED BY: <i>Bea Co</i> <b>Bea Co</b> <b>Senior Account Manager</b>	
NOTED BY: <i>Reg Cabanban</i> <b>Reg Cabanban</b> <b>Managing Partner</b>	
APPROVED BY: <b>Jill Mendoza</b> Head of Marketing <i>Jill Mendoza</i>	APPROVED BY: <b>Rowena J. Lopez</b> CEO <i>Rowena J. Lopez</i>

APPROVED BY:  
**Esperanza Gomez**  
 Head of HR  
*Ms. Esperanza O. Gomez*