

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
I Media Plan	772,307.14	92,676.86	864,984.00
<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			
Minimum Campaign Deliverables:			
1.04M Unique Users			
658 Facebook Leads			
2,500 Messages			
4,100 Link Clicks			
II Community Management	151,800.00	18,216.00	170,016.00
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			
SUB TOTAL	924,107.14	110,892.86	1,035,000.00
GRAND TOTAL	924,107.14	110,892.86	1,035,000.00

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