

PRODUCTION & CREATIVE SERVICES COST ESTIMATE








CLIENT : PHILIPPINE AIRLINES, INC
BRAND : PAL
PROJECT : PAL Holidays Campaign
CE. NO. : PAL-PHILIPPINE-AIRLINES-2023-0005
DATE : 24 August 2023

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

SERVICE	NET	VAT	TOTAL
I Creative Conceptualization	1,539,000.00	184,680.00	1,723,680.00
One (1) Static Key Visual; Square 1:1			
One (1) EDM Design (inclusive of layered file)			
Cascaded to Six (6) Materials:			
- 16:9/Vertical, 160x600, 300x50, 300x250, 336x280, 728x90			
Shutterstock Images (up to 5 static images)			
Nine (9) 15s Materials (Temptation 15s)			
-Fukuoka food/ramen crawl			
-Ho Chi Minh iced coffee scene			
-Jakarta coffee scene			
-Sydney Opera House			
-Melbourne Flinders Street Station			
-Kuala Lumpur Batu Caves			
-San Francisco Golden Gate Bridge			
-Vancouver Squamish/Whistler/Winter in BC			
-Bangkok nightlife crawl			
Inclusive of 2 stock assets (network music and stock video) using Shutterstock with Enhanced Licenses			
Exclusive of video production fees			
Exceeding stock assets will be charged separately			
One (1) 15s Storyboard (Access 15s)			
Project Management Fee			
SUB TOTAL	1,539,000.00	184,680.00	1,723,680.00
GRAND TOTAL	1,539,000.00	184,680.00	1,723,680.00

TERMS : Note: 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 thirty (30) days after the due date.

SUBMITTED BY:  Bea Co Account Director
NOTED BY:  Reg Cabanban Managing Partner

<p>APPROVED BY:  Joannita De Duque</p>	<p>APPROVED BY:  Idda Aguilar</p>	<p>APPROVED BY:  Howard Uyking</p>
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