

PRODUCTION & CREATIVE SERVICES COST ESTIMATE

RMD2023-125



CLIENT : PHILIPPINE AIRLINES, INC
 BRAND : PAL
 PROJECT: : YourPAL Concept & Character Development
 CE. NO. : PAL-PHILIPPINE-AIRLINES-2023-0001
 DATE : 11 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 & Campaign Strategy Character Development (3 studies, inclusive of layered file) One (1) Static Key Visual (exclusive of layered file) Layered File Website Strategy, Research & Audit Website Wireframes & Design (5 pages) Influencer Research & Management (3 months engagement) Shutterstock Images (up to 15 for KV & Website) Project Management Fee <i>Inclusive of 2 revisions only, additional revisions will be based on Tribal ratecard; Exclusive of production fees, influencer fees & advancing fees</i>	1,507,200.00	180,864.00	1,688,064.00
II	0.00	0.00	0.00
SUB TOTAL	1,507,200.00	180,864.00	1,688,064.00
GRAND TOTAL	1,507,200.00	180,864.00	1,688,064.00

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		
APPROVED BY: Jeremie L. Obarido	APPROVED BY: Idda Aguilar	APPROVED BY: Howard U/king