

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : CIGNAL TV, INC.  
 BRAND : Pilipinas Live  
 PROJECT: : Cignal Play - Pilipinas Live App  
 CE. NO. : CIGNAL-CIGNAL PLAY-2022-0001  
 DATE : 23 December 2022

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

	SERVICE	NET	WTAX	VAT	COST IN PHP
I	<b>Creative Development</b> Logo studies - up to 3 design studies with 3 revisions for chosen study, includes 1 logo layered file	150,000.00		18,000.00	<b>168,000.00</b>
II	<b>Branding Guidelines</b> - Logo usage - Core color palette - Imagery and iconography	250,000.00		30,000.00	<b>280,000.00</b>
III	<b>Account Management &amp; Client Servicing Fee</b>	80,000.00		9,600.00	<b>89,600.00</b>
	<b>SUB TOTAL</b>	<b>480,000.00</b>	<b>0.00</b>	<b>57,600.00</b>	<b>537,600.00</b>
	<b>GRAND TOTAL</b>	<b>480,000.00</b>	<b>0.00</b>	<b>57,600.00</b>	<b>537,600.00</b>

**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 forty-five (45) days after the due date.

SUBMITTED BY: <b>JV Madrid</b> Business Unit Director	PREPARED BY: <b>Maxine K. Cruz</b> Senior Account Manager	VERIFIED BY: <b>Jinky Salac</b> Finance Manager
NOTED BY: <b>Reg Cabanban</b> Managing Partner		
APPROVED BY: <b>Junette Masap</b> Senior Manager, OTT Marketing	APPROVED BY: <b>Norman De Leon</b> P/Head, Subscription Business Marketing	