

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



DDB Philippines, Inc.
16th F Two World Square
McKinley Hill, Fort Bonifacio
Taguig City
Tel. No. (632) 8567888
Fax No. (632) 8569317

CLIENT: **MANG INASAL PHILIPPINES, INC.**

BRAND: **ECHH and CDL Halo-Halo**

C.E. NO.:	2022	21
REPL. C.E. NO.:		
DATE:	May 31	2022

SHC#: 1006751328
PO#: 2070202697

HALO-HALO SUMMER THEMATIC: FA and Addendum ASC Fees

	NET COST	VAT	GROSS COST
I. FA FEES			
inclusive if product & packaging composition retouching, relayout to derivative sizes Digital 4x5 and 9x16 Vertical Standee 3x6ft Topper Board 11inx4.5in	84,000.00	10,080.00	94,080.00
Digital File Cost	40,000.00	4,800.00	44,800.00
Stock Photo	9,000.00	1,080.00	10,080.00
II. 9.25% ASF on I	12,302.50	1,476.30	13,778.80
III. Addendum ASC Fees			
inclusive of three rounds of application MultiMedia Static	2,520.00	302.40	2,822.40
TOTAL	P 147,822.50	17,738.70	165,561.20

Submitted by:	Approved by:
 Naye C. Platon	 Nicole Jessica Tan
Noted by:	Noted by:
 Diane W. Capile / Paolo Arevalo	 Schubert Cuilinquin / Allan Tan