

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : CIGNAL TV, INC.
BRAND : Corp
PROJECT : Project Ninong We Are Sports
CE. NO. : CIGNAL-CIGNAL TV-2024-0001
DATE : 21 October 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	TOTAL
I	CONCEPTUALIZATION & STRATEGY Campaign Conceptualization <i>Includes campaign creative concept, execution plans, and marketing strategy</i>	350,000.00		350,000.00
II	CREATIVE DEVELOPMENT Video Storyboard <i>Includes video storyboard, concept, and edit downs</i> Logo Studies & Branding Guidelines <i>Inclusions:</i> - Up to three (3) design studies with three (3) revisions for chosen study with one (1) logo layered file - Logo Usage, Core Color Palette, Imagery and Iconography - Twelve (12) layered files for company composite logos Campaign Key Visual Ideation <i>Includes one (1) layered file</i> Twelve (12) Rollup Banners	570,000.00		570,000.00
III	TVC PRODUCTION One (1) x 60s in 16:9 TVC and Digital One (1) x 30s straight editdown in 16:9 <i>Inclusions:</i> - Key Production Staff - Other Production Staff - Two (2) day shoot - On-cam Talents (1 lead talent, 9 support talents, 11 acting extras, background talents) - Production Design & Location - Equipment - Hard Drive & Tapes - Post Production - Logistics - Producer's Fee and Caster's Fee	7,327,191.18		7,327,191.18

IV	SOUND PRODUCTION	491,605.56		491,605.56
	One (1) 60-second TV Commercial with Digital Usage			
	<i>Inclusions:</i>			
	- Studio Time (Recording, Soundesign, Editing, Mixing, Mastering, & Lay-in)			
	- Original Music			
	- Talent Fees (1 VO Announcer and Token Fee for 1 AVO)			
V	ASC APPLICATIONS	77,440.00		77,440.00
	Two (2) Special Screening and Clearing for 60s TVC and Digital			
	One (1) Regular Screening and Clearing for Main KV Management & Processing of Three (3) ASC Applications			
VI	ADVANCING FEE	9,366.00		9,366.00
	15% Advancing Fee for Three (3) ASC Applications			
VII	ACCOUNT MANAGEMENT & CLIENT SERVICING FEE	1,322,435.51	0.00	1,322,435.51
	On items number I, II, III, IV, V			
	SUB TOTAL	10,148,038.25	0.00	10,148,038.25
	12% VAT			1,217,764.59
	GRAND TOTAL	10,148,038.25	0.00	11,365,802.84

TERMS :

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 lasts more than forty five (45) days after the due date.

SUBMITTED BY: <i>[Signature]</i> Maxine K. Cruz Senior Account Manager		PREPARED BY: <i>[Signature]</i> Maxine K. Cruz Senior Account Manager		VERIFIED BY: <i>[Signature]</i> Lalyn Morete Senior Finance Analyst	
NOTED BY: <i>[Signature]</i> Reginne Cabanban Managing Partner					
APPROVED BY: <i>[Signature]</i> Paula Fernandez Channels & Content Marketing Manager		APPROVED BY: <i>[Signature]</i> James Meneses AVP/Head, Channel & Content Marketing		APPROVED BY: <i>[Signature]</i> Sienna Diaz VP, Channels & Content	
APPROVED BY: <i>[Signature]</i> Jane Basal President of Mediastest and Signal					