

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : PLDT Home Project: SUCCESS - LPB ASC
 CE. NO. : PLDT-HOME-2026-0008
 DATE : 24 February 2026

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

	SERVICE	NET	AdvF	VAT	COST IN PHP
I	ASC COORDINATION FEE	10,000.00	0.00	1,200.00	11,200.00
II	ASC FEES	750.00	168.00	90.00	1,008.00
	S1 and S2 regular screening OOH				
	SUB TOTAL	10,750.00	168.00	1,290.00	12,208.00
	GRAND TOTAL	10,750.00	168.00	1,290.00	12,208.00

SUBMITTED BY: Monica Ysabel Toribio Account Manager	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Jennifer B. Wieneke Head of Business
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Jester Javier Senior Marketing Specialist	APPROVED BY: RubyAnn Gonzales AVP and Head of National Acquisition Marketing	APPROVED BY: Ma. Zelinda Borromeo Head - Home Admin & Logistics