









PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : PLDT Home Project: SUCCESS - Flyer (April 1 - June 30) ASC Application
 CE. NO. : PLDT-HOME-2026-0011
 DATE : 24 March 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 FEE	750.00	168.00	90.00	1,008.00
III	ASF FEE FOR CE#PLDT-HOME-2026-0008 Note: this was not included in the CE	150.00	0.00	18.00	168.00
IV	ASF On items number II	132.38		15.89	148.26
	SUB TOTAL	11,032.38	168.00	1,323.89	12,524.26
	GRAND TOTAL	11,032.38	168.00	1,323.89	12,524.26

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