

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Lenovo (Singapore)Pte Ltd
 BRAND : Lenovo
 PROJECT : Upcountry Print Ads for Yoga (Q3FY2425)
 CE. NO. : Lenovo PR OOS 2024-12
 DATE : 29 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 UPCOUNTRY PRINT PARTNERSHIP AND MANAGEMENT • Inclusive of Upcountry Print Partnership and Management from Q3FY2425 Nov 2024 to Dec 2024 • Duration: November 13, 2024 to December 25, 2024 (<i>Note: The duration indicated here is the implementation of the print ads between the provided dates. Print ads won't be implemented the whole duration.</i>)			
II Baguio Herald Express (Php 46,647.06 net per full page) 3 x Print Ad Full Page (Back Page) Dimensions: 6.5 x 11 (portrait) Full color	137,941.18	16,552.94	154,494.12
III Sun Star Pampanga (Php 68,441.18 net per center spread) 2 x Center Spread Dimensions: 20" x 15" Full color <i>For reference only (Sun Star Pampanga):</i> Size of Newspaper: 42.5 cm x 6 columns (27.5 cm) Ad space: 37.5 cm x 6 col. (25 cm) <i>*Note:</i> - Ad material should be c/o the client	133,882.35	16,065.88	149,948.23

IV	MANAGEMENT FEES (10%)	27,182.35	3,261.88	30,444.23
	• Inclusive of coordination and management of the Upcountry Print Ads			
	<i>*Notes:</i>			
	- <i>Deliverable Terms: Deadlines for deliverables are subject to approval of both parties</i>			
	- <i>Early Termination: Should the client terminate the service agreement prior to the end stated in the agreement of the commitment term, the media company can charge 50% of the total package amount</i>			
	- <i>Liability: Advertisers assume all risk and agree to indemnify and hold publication harmless for any and all suits, claims and liabilities of any kind, and damages that may arise from the advertisement and any additional marketing promotions</i>			
	SUB TOTAL	299,005.88	35,880.71	334,886.59
	GRAND TOTAL	299,005.88	35,880.71	334,886.59

TERMS :







NOTES

Work will not commence without securing the fully signed CE and approved PO.

Cost indicated is inclusive of withholding tax, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the completed services each month within 60 days upon receipt of its official invoice.

SUBMITTED BY:  Marianne A. Padilla Senior Account Manager		PREPARED BY:  Marianne A. Padilla Senior Account Manager	
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Mark Josef Dolor Account Director	NOTED BY:  Tere Isla Group Account Director	
APPROVED BY:  Patricia Paola Padilla Consumer Marketing Manager			