

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PHILIPPINE AIRLINES, INC  
**BRAND** : PAL Route Marketing  
**PROJECT** : PAL Route Marketing Permits (SG) March 2024  
**CE. NO.** : PAL-PHILIPPINE-AIRLINES-2024-0005  
**DATE** : 14 March 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 DTI Coordination Fees	93,520.00	11,222.40	104,742.40
DTI Permit Fees			
ASC Fees (Special Screening; 1 Facebook & 1 Web Material)			
ASC Coordination Fees			
20% Advancing Fee			
Note: ASC Application Fees are for a single application and should the application be given a DISAPPROVED decision, additional application fees will need to be charged.			
<b>SUB TOTAL</b>	<b>93,520.00</b>	<b>11,222.40</b>	<b>104,742.40</b>
<b>GRAND TOTAL</b>	<b>93,520.00</b>	<b>11,222.40</b>	<b>104,742.40</b>

**TERMS :**

Note: 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 last more than thirty (30) days after the due date.

**Cancellation Fees**

Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)

C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

**Rush Fees**

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge) 100% payment upon approval of CE

SUBMITTED BY: <b>Beatrice Co</b> Account Director		
NOTED BY: <b>Reginne Cabanban</b> Managing Partner		
APPROVED BY: <b>Lourdes Joni V. Macjallo</b> Route Marketing	APPROVED BY: <b>Ralph Justin Uy</b> Route Marketing	APPROVED BY: <b>Thomas Ellyson Ting</b> Manager - Route Marketing