

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.  
BRAND : Corporate  
PROJECT: : NAI Corp Christmas (Concept, STB & Music)  
CE. NO. : NUTRIASIA-CORPORATE-2020-0072  
DATE : 09 October 2020

16/F Two World Square  
McKinley Hill, The Fort  
Taguig City, Philippines  
Tel.: 8856-7888  
Fax: 8856-9316

	SERVICE	NET	VAT	COST IN PHP
I	Creative Conceptualization	426000	51,120.00	<b>477,120.00</b>
	Song Lyrics Development			
II	Storyboard Production & Development	66000	7,920.00	<b>73,920.00</b>
	Music Composition			
III	12% ASF	7920	950.40	<b>8,870.40</b>
	<b>SUB TOTAL</b>	<b>499,920.00</b>	<b>59,990.40</b>	<b>559,910.40</b>
	<b>GRAND TOTAL</b>	<b>499,920.00</b>	<b>59,990.40</b>	<b>559,910.40</b>

## TERMS :

### TERMS OF PAYMENT & CONDITIONS:

100% full payment after delivery of approved materials.

This proposal is valid for 30 days only.

Territorial coverage: Philippines airing only; Should the commercial, in whole or in part, in its original or modified form, be aired outside the Philippines, CLIENT will be charged 20% of the original total production cost for each and every country of airing.

Additional cost for Director, talents, music and post will incur once clients decide to broadcast the final digital material/s through TVC release.

Sidekick will require a PO/signed conforme upon acceptance of this proposal.

### BILLING INVOICES/TERMS AND PAYMENTS

1. Paperless and non-transactional billings and payments are encouraged to minimize contamination.

Additional 5% cost applies if DP is released after shoot and before the release of the first material (if series)

Balance payment is due 30 days after submission of invoice.

2. Direct payments (from Advertisers to Production Houses) is preferred to facilitate release.

### CANCELLATION:

After pre-production meeting and one day before shoot, 25% of production cost plus actual expenses, mark-up and VAT.

After shoot, 75% of production cost or actual expenses whichever is higher plus mark-up and VAT.

In the event of an extra shooting day due to inclement weather or any unforeseen events, additional cost per shooting day will be charged.

SUBMITTED BY: *Bea Co*

**Bea Co**

**Senior Account Manager**

NOTED BY: *Reg Cabanban*

**Reg Cabanban**

**Managing Partner**

APPROVED BY: *James Lim*

**James Lim**