

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : PLDT Next Upgrade (NU) Shop: Launch Materials AO  
 CE. NO. : PLDT-HOME-2024-0017  
 DATE : 08 May 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	<b>CREATIVE DEVELOPMENT</b> - Creative fees for development of two (2) static posters (1:1 and 4:5) and one (1) reel (9:16). Note: Reel uses generic, royaltyfree music (costs exclude stock music fees)	80,000.00	9,600.00	89,600.00
II	<b>LAYERED FILE</b> - Fees for turnover of one (1) layered file - Static Poster (4:5)	25,000.00	3,000.00	28,000.00
III	<b>CLIENT SERVICING FEE</b> On items number I, II	21,000.00	2,520.00	23,520.00
	<b>SUB TOTAL</b>	126,000.00	15,120.00	141,120.00
	<b>GRAND TOTAL</b>	126,000.00	15,120.00	141,120.00

**TERMS :**

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 lasts more than forty five (45) days after the due date.

SUBMITTED BY: <b>Paola Soriano</b> Account Director	PREPARED BY: <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY: <b>Diane Chua</b> Managing Director	NOTED BY: <b>Jennifer B. Wieneke</b> Telco Head/PLDT Head	
APPROVED BY: <b>Mabie O. Encarnacion</b> Digital Marketing Manager	APPROVED BY: <b>Ma. Zelinda P. Borromeo</b> Head, Admin & A&P Budget Management	APPROVED BY: <b>Janice Lagaso</b> AVP, PLDT Home Digital Services