

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : PLDT HOME - OOKLA 5 YEARS AO POSTS
 CE. NO. : PLDT-HOME-2023-0023
 DATE : 19 May 2023

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

SERVICE	NET	ASF	VAT	TOTAL
I DURATION: MAY 2023	180,000.00	0.00		180,000.00
ANIMATED POSTS				
- Creation of ANIMATED post materials for OOKLA'S MILESTONE CELEBRATION, w/ WIZARDS				
- TOTAL of 4 post materials (@Php 45K per material)				
II STATIC POSTS	84,000.00	0.00		84,000.00
- Creation of STATIC post materials for OOKLA'S MILESTONE CELEBRATION, w/ WIZARDS				
- Total of 6 post materials (@ Php 14K per material)				
SUB TOTAL	264,000.00	0.00	0.00	264,000.00
20% ASF				52,800.00
12% VAT				38,016.00
GRAND TOTAL	264,000.00	0.00	0.00	354,816.00

SUBMITTED BY: JV Madrid Business Unit Director		PREPARED BY: JV Madrid Business Unit Director		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director					
APPROVED BY: Mabie O. Encarnacion Digital Marketing Manager		APPROVED BY: Eason G. De Guzman Brand Equity Management Executive		APPROVED BY: Ana May O. Jovellanos Head of Brand Equity Management	
APPROVED BY: Ma. Zelinda P. Borromeo Head of A&P Marketing					