

PRODUCTION & CREATIVE SERVICES COST ESTIMATE

P. Antonio
MMCE2023-014



CLIENT : PHILIPPINE AIRLINES, INC
 BRAND : Mabuhay Miles
 PROJECT: : Mabuhay Miles Partnership Materials
 CE. NO. : PAL-MABUHAY-MILES-2023-0003A
 DATE : 11 August 2023

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

SERVICE	NET	VAT	TOTAL
I Creative Conceptualization & Campaign Strategy Campaign Static Key Visual (inclusive of layered file) Partner Campaign Materials Website Banners (6 partners - The Travel Club, Astoria Hotels & Restaurants, Edventure, Sixt, Oppo, SMAC) One (1) Full Desktop Banner One (1) Half Desktop Banner One (1) Mobile Desktop Banner Title Cards (6 partners - The Travel Club, Astoria Hotels & Restaurants, Edventure, Sixt, Oppo, SMAC) One (1) Desktop One (1) Mobile Shutterstock Images (up to 5 images per key visual) Project Management Fee	1,257,000.00	150,840.00	1,407,840.00
II	0.00	0.00	0.00
SUB TOTAL	1,257,000.00	150,840.00	1,407,840.00
GRAND TOTAL	1,257,000.00	150,840.00	1,407,840.00

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.

SUBMITTED BY: <i>Beatrice Co</i> Beatrice Co Account Director	
NOTED BY: <i>Reginne Cabanban</i> Reginne Cabanban Managing Partner	
APPROVED BY: <i>Leona Francesca A. Martin</i> Leona Francesca A. Martin Manager - Campaigns (Loyalty) Marketing	APPROVED BY: <i>Gino Ricardo M. Domingo</i> Gino Ricardo M. Domingo AVP - Loyalty Marketing