

PRODUCTION & CREATIVE SERVICES COST ESTIMATE

P. Artin
MMCE2023-015




CLIENT : PHILIPPINE AIRLINES, INC
 BRAND : Mabuhay Miles
 PROJECT: : Mabuhay Miles Partnership Creative Development
 CE. NO. : PAL-MABUHAY-MILES-2023-0003B
 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 (6 partners - The Travel Club, Astoria Hotels & Restaurants, Edventure, Sixt, Oppo, SMAC) One (1) Static Key Visual One (1) Facebook Post; Cascaded from KV One (1) Instagram Post; Cascaded from KV One (1) EDM Material (design only; inclusive of layered file); Cascaded from KV	1,142,000.00	137,040.00	1,279,040.00
II	0.00	0.00	0.00
SUB TOTAL	1,142,000.00	137,040.00	1,279,040.00
GRAND TOTAL	1,142,000.00	137,040.00	1,279,040.00

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: Leona Francesca A. Martin Manager - Campaigns (Loyalty) Marketing 	APPROVED BY: Gino Ricardo M. Domingo AVP - Loyalty Marketing 