

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE

*P. Artin*  
MMCE2023-010



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

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

SERVICE	NET	WTAX	VAT	COST IN PHP
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 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	2,399,000.00		287,880.00	2,686,880.00
<b>SUB TOTAL</b>	<b>2,399,000.00</b>	<b>0.00</b>	<b>287,880.00</b>	<b>2,686,880.00</b>
<b>GRAND TOTAL</b>	<b>2,399,000.00</b>	<b>0.00</b>	<b>287,880.00</b>	<b>2,686,880.00</b>

**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>Bea Co</i> <b>Bea Co</b> <b>Account Director</b>
NOTED BY: <i>Reg Cabanban</i> <b>Reg Cabanban</b> <b>Managing Partner</b>

APPROVED BY:



**Leona Francesca A. Martin**

**Manager - Campaigns (Loyalty) Marketing**

APPROVED BY:



**Gino Ricardo M. Domingo**

**AVP - Loyalty Marketing**