

PRODUCTION & CREATIVE SERVICES COST ESTIMATE

MMCE2023-016



CLIENT : PHILIPPINE AIRLINES, INC
 BRAND : Mabuhay Miles
 PROJECT: : Mabuhay Miles AO & Partnership Materials (October 2023)

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

CE. NO. : PAL-MABUHAY-MILES-2023-0010
 DATE : 20 October 2023

SERVICE	NET	VAT	TOTAL
I	768,000.00	92,160.00	860,160.00
Always On Materials			
Three (3) How Much Miles Static Materials			
Three (3) Mabuhay Milestones Carousel (3 panels each)			
Partner Campaign Materials (4 partners - Archipelago International, Aruga Apartments, Modala Beach Resort, Swiss-Bell Hotel Intl)			
One (1) Static Key Visual; exclusive of layered file			
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			
II	0.00	0.00	0.00
SUB TOTAL	768,000.00	92,160.00	860,160.00
GRAND TOTAL	768,000.00	92,160.00	860,160.00

TERMS :

Cancellation Fees

Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)

C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

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 forty-five (45 days) after the due date.

SUBMITTED BY: 
Beatrice Co
 Account Director

NOTED BY:



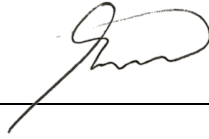
Reginne

Cabanban

Managing Partner

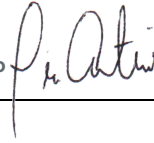
APPROVED BY:

Gino Ricardo M. Domingo



APPROVED BY:

Pia Pamela L. Antonio



24Oct2023