PRODUCTION & CREATIVE SERVICES COST ESTIMATE

RMD2023-214

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

CLIENT : **PHILIPPINE AIRLINES, INC**
BRAND : **PAL**
PROJECT: : **Terminal Transfer Campaign Creatives and Production**
CE. NO. : **PAL-PHILIPPINE-AIRLINES-2023-0002**
DATE : **06 December 2023**

	SERVICE	NET	VAT	TOTAL
I	Creative Conceptualization & Campaign Strategy Five (5) 20-30s Video Storyboards (Omnibus, T1-T1; T1-T2; T2-T2; T2-T1) Production of five (5) materials (5 20-30s; Editing of stock assets, no shoot, with VO) Social Media Content (15 static materials) Shutterstock Assets for the videos (5 music assets) Shutterstock Images (up to 3 per static material) Project Management Fee 12% ASF Inclusive of 2 revisions only, additional revisions will be based on Tribal ratecard; Exclusive of influencer fees, advancing fees & video shoot fees	3,459,600.00	415,152.00	**3,874,752.00**
	SUB TOTAL	**3,459,600.00**	**415,152.00**	**3,874,752.00**
	GRAND TOTAL	**3,459,600.00**	**415,152.00**	**3,874,752.00**

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.

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)

SUBMITTED BY:

Beatrice Co
Account Director

NOTED BY:

Reginne Cabanban
Managing Partner

APPROVED BY:	APPROVED BY:	APPROVED BY:
Jeremie L. Abarido	**Idda Aguilar**	**Howard Uyking**
	APPROVED BY Alvin M. Miranda VP - Marketing	

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