



# PRODUCTION & CREATIVE SERVICES COST ESTIMATE

**CLIENT** : PHILIPPINE AIRLINES, INC  
**BRAND** : PAL  
**PROJECT** : Terminal Transfer Campaign Creatives & Production  
**CE. NO.** : PAL-PHILIPPINE-AIRLINES-2024-0006  
**DATE** : 18 July 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

SERVICE	NET	VAT	COST IN PHP
I Two (2) 20-30s Video Storyboards (US Flight and Australia Flight) Production of two (2) materials (2 20-30s; Editing of stock assets, no shoot, with VO) 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 production fees	97,600.00	11,712.00	109,312.00
<b>SUB TOTAL</b>	<b>97,600.00</b>	<b>11,712.00</b>	<b>109,312.00</b>
<b>GRAND TOTAL</b>	<b>97,600.00</b>	<b>11,712.00</b>	<b>109,312.00</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>Hania B. Para</i> <b>Hania B. Para</b> Project Manager		
NOTED BY: <i>Beatrice Co</i> <b>Beatrice Co</b> Account Director	NOTED BY: <i>Reginne Cabanban</i> <b>Reginne Cabanban</b> Managing Partner	
APPROVED BY: <i>Jeremie Abarido</i> <b>Jeremie Abarido</b>	APPROVED BY: <i>Jessa Coson</i> <b>Jessa Coson</b>	APPROVED BY: