

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : PHW Always On - ASC Processing Fees
 CE. NO. : PLDT-HOME-2024-0047
 DATE : 21 August 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	ASC Processing Fees	30,724.00	3,686.88	34,410.88
	- Two (2) animated digital ads: FB post and IG reel (cross-posted on TikTok) @ Php 1,602 each			
	- One (1) static digital ad: X post @ Php 840			
	- One (1) multi-image static FB post (cross-posted on X) @ Php 840			
	- One (1) multi-image static IG post (cross-posted on Tiktok story) @ Php 840			
	- Five (5) x processing fee @ Php 5,000 each			
	<i>Notes:</i>			
	1) Does not include rush or special screening fees.			
	2) Cross-posting means similar designs & captions for platforms indicated.			
II	Advancing Fee (15% of total processing fees)	4,609.00	553.08	5,162.08
III	Client Servicing Fee On items number I, II	7,066.60	847.99	7,914.59
	SUB TOTAL	42,399.60	5,087.95	47,487.55
	GRAND TOTAL	42,399.60	5,087.95	47,487.55

TERMS :

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 lasts more than forty five (45) days after the due date.

SUBMITTED BY: Paola Soriano Account Director	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director	NOTED BY: Jennifer B. Wieneke Head of Business	

<p>APPROVED BY:  Mabie O. Encarnacion Digital Marketing Manager, Home Marketing</p>	<p>APPROVED BY:  Kathleen A. Yulo Manager, Home Marketing</p>	<p>APPROVED BY:  Ma. Zelinda P. Borromeo Head, Admin & A&P Budget Management, Home Marketing</p>	<p>APPROVED BY:  Adrian R. Azana Assistant Vice President, Home Marketing</p>
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