

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT Home
 PROJECT: : PLDT Home EDM HTML Production
 CE. NO. : PLDT-HOME-2023-0004
 DATE : 15 February 2023

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

	SERVICE	NET	ASF	VAT	TOTAL
I	CREATIVE DEVELOPMENT EDM Design Fee - Creative conceptualization of EDM study	35,000.00	0.00	4,200.00	39,200.00
II	DIGITAL PRODUCTION SERVICES HTML Production - Conversion of 1 EDM Final Artwork to HTML File @ 18 hours web dev production.	54,000.00	0.00	6,480.00	60,480.00
III	CLIENT SERVICING Account Management - Includes agency service fee and management of the project from end to end.	17,800.00	0.00	2,136.00	19,936.00
	SUB TOTAL	106,800.00	0.00	12,816.00	119,616.00
	GRAND TOTAL	106,800.00	0.00	12,816.00	119,616.00

SUBMITTED BY: JV Madrid Business Unit Director	PREPARED BY: JV Madrid Business Unit Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director	NOTED BY: Reg Cabanban Managing Partner	
APPROVED BY: Nino Carandang	APPROVED BY: Ina Pineda	