

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : PLDT HOME
PROJECT : PLDT HOME ACQUI PROJ PIZZA -ASC APPLICATIONS - ADDENDUM SPECIAL SCREENING
CE. NO. : PLDT-HOME-2023-0032
DATE : 01 June 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 DURATION: JUNE 2023	246,400.00	0.00		246,400.00
ASC APPLICATIONS (ADDENDUM) SPECIAL SCREENINGS (SAME-DAY DECISION) - SPECIAL SCREENING @ PHP 15,400 for S1 application only, PHP 30,800 for S1 and S2 application - TVC 30S, 15s edit-down - 2 versions per network - GMA and Signal w/ ABS - Total of 8 applications				
SUB TOTAL	246,400.00	0.00	0.00	246,400.00
20% ASF				49,280.00
12% VAT				35,481.60
GRAND TOTAL	246,400.00	0.00	0.00	331,161.60

SUBMITTED BY: <i>[Signature]</i> JV Madrid Business Unit Director	PREPARED BY: <i>[Signature]</i> JV Madrid Business Unit Director
NOTED BY: <i>[Signature]</i> Diane Chua Managing Director	

<p>APPROVED BY:  PANTINOS, Shiena Marie S. PLDT HOME SENIOR PRODUCT SPECIALIST</p>	<p>APPROVED BY:  GONZALES, Ruby Ann AVP- HOME ACQUISITION MARKETING</p>	<p>APPROVED BY:  PINEDA, Regina Head, Home Acquisition Marketing</p>	<p>APPROVED BY:  MARIZEL BORROMEO HEAD - HOME MARKETING ADMIN & LOGISTICS</p>
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