

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : PLDT HOME ACQUI PROJ PIZZA RADIO & JINGLE PRODUCTION
 CE. NO. : PLDT-HOME-2023-0041
 DATE : 16 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	465,243.80	82,115.53		547,359.33
	PROJ PIZZA - RADIO & JINGLE PRODUCTION (c/o WONDER COLLAB)				
	- 1 x 2 min full song0				
	- 1 x 30s rc				
	- Local buyout cost for 1 x 3 note stinger				
	- 1 x MVO (same from TVC)				
	- 1 x singer (same from TVC)				
	- Recording, mixing, editing, designing and release				
II	ASC CLEARANCE PROCESSING FEE	10,000.00	2,000.00		12,000.00
	- 2 materials: Radio Ad 30s and Jingle 2mins				
III	ASC CLEARANCE FEES	9,543.00	1,908.60		11,451.60
	- Regular Screening only				
	- Radio 30s @ 3 x Php840 (w/VAT) per Screening				
	- 1 Jingle 2ming @ 3 x Php 2,341 (w/VAT) per Screening				
	SUB TOTAL	484,786.80	86,024.13	0.00	570,810.93
	12% VAT				68,497.31
	GRAND TOTAL	484,786.80	86,024.13	0.00	639,308.24

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

<p>APPROVED BY: <i>[Signature]</i> Jose (Eason) de Guzman Brand Equity Executive</p>	<p>APPROVED BY: <i>[Signature]</i> Ciellito Clero, Regional Acquisition Marketing Manager .</p>	<p>APPROVED BY: <i>[Signature]</i> Claire Guevarra Head, Regional Acquisition Marketing</p>	<p>APPROVED BY: <i>[Signature]</i> Regina Pineda Head, Home Acquisition Marketing</p>	<p>APPROVED BY: <i>[Signature]</i> Marizel Borromeo HEAD - HOME MARKETING ADMIN & LOGISTICS</p>
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