

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : Facebook Always On Retainer 2023
 CE. NO. : PLDT-HOME-2023-0042
 DATE : 03 April 2023

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

	SERVICE	NET	VAT	COST IN PHP
I	VIDEO MATERIALS Creation of 16x FB Reels. Max of 3 revisions per material. 1 Reel can be converted to either 2 Animated materials or 3 Static materials.	800,000.00	96,000.00	896,000.00
II	CHANNEL GROWTH PLAN Activities and concepts that will grow the FB page	250,000.00	30,000.00	280,000.00
III	COMMUNITY MANAGEMENT Includes scheduling and posting of content	480,000.00	57,600.00	537,600.00
IV	ACCOUNT MANAGEMENT On items number I, II, III	306,000.00	36,720.00	342,720.00
	SUB TOTAL	1,836,000.00	220,320.00	2,056,320.00
	GRAND TOTAL	1,836,000.00	220,320.00	2,056,320.00

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

SUBMITTED BY: MIG SEVILLA Account Director	PREPARED BY: MIG SEVILLA Account Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Mabie Encarnacion Digital Marketing Manager, PLDT Home	APPROVED BY: Ma. Lelinda Borromeo Head of A&P Marketing, PLDT Home	APPROVED BY: John C. Yañez First Vice-President, Head, PLDT Home Marketing