

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : Facebook Always On Extra Materials  
 CE. NO. : PLDT-HOME-2023-0043  
 DATE : 19 June 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	<b>ANIMATED MATERIALS</b> Creation of 29x Animated Materials. Max of 3 revisions per material.	725,000.00	87,000.00	<b>812,000.00</b>
II	<b>STATIC MATERIALS</b> Creation of 25x Static Materials. Max of 3 revisions per material.	350,000.00	42,000.00	<b>392,000.00</b>
III	<b>ACCOUNT MANAGEMENT</b> On items number I, II	215,000.00	25,800.00	<b>240,800.00</b>
	<b>SUB TOTAL</b>	<b>1,290,000.00</b>	<b>154,800.00</b>	<b>1,444,800.00</b>
	<b>GRAND TOTAL</b>	<b>1,290,000.00</b>	<b>154,800.00</b>	<b>1,444,800.00</b>

**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: <b>MIG SEVILLA</b> Account Director	PREPARED BY: <b>MIG SEVILLA</b> Account Director	VERIFIED BY: <b>Diane Chua</b> Managing Director
NOTED BY: <b>Diane Chua</b> Managing Director		
APPROVED BY: <b>Mabie Encarnacion</b> Digital Marketing Manager, PLDT Home	APPROVED BY: <b>Ma. Zeinda Borromeo</b> Head of A&P Marketing, PLDT Home	APPROVED BY: <b>John C. Yañez</b> First Vice-President, Head, PLDT Home Marketing