

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : SIM Registration Phase 2 AO
 CE. NO. : PLDT-HOME-2023-0044
 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	ANIMATED MATERIALS Creation of Animated FB posts Includes: 2x Announcement, 4x Use-case, 5x Countdown materials.	275,000.00	33,000.00	308,000.00
II	STATIC MATERIALS Creation of Static FB posts. Includes: 1x Omnibus material.	14,000.00	1,680.00	15,680.00
III	LAYERED FILE Turnover of Layered File. 1x Layered File only.	25,000.00	3,000.00	28,000.00
IV	ACCOUNT MANAGEMENT On items number I, II, III	62,800.00	7,536.00	70,336.00
	SUB TOTAL	376,800.00	45,216.00	422,016.00
	GRAND TOTAL	376,800.00	45,216.00	422,016.00

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: Kat Olaguera Digital Services Team, Connectivity		APPROVED BY: Miguel Ruffy Brand Equity Management		APPROVED BY: Ana May Joyelanos Brand Equity Management	
APPROVED BY: Ma. Zelinda Borromeo Head of A&P Marketing, PLDT Home					