

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : PLDT HOME ACQUI PROJ PIZZA - ADDENDUM TVC 30S 15S NO PROMO & MWELL 15s
 CE. NO. : PLDT-HOME-2023-0045
 DATE : 23 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: JULY 2023 BASIC PROD COSTS C/O UXS	221,709.13	39,131.66		260,840.79
	Materials to be produced: Set 1: 1x30s and 1x15s ABS version (16:9) – no promo mention, change ASC details end frame Set 2: 2x15s ABS and GMA versions (16:9) – change promo date MWELL, change ASC details Payment terms: full payment upon receipt of invoice. This quote is valid for thirty- (30) days from date of submission.				
II	ASC PROCESSING FEES - 4 TVC MATERIALS - GMA, 30s, 15s - ABS, 30s, 15s - @PHP 5,000 per material	20,000.00	4,000.00		24,000.00
III	ASC CLEARANCE - SPECIAL SCREENING FEES Set 1 - Regular Screening Only @ 1,602 per material - TVC 30s - TVC 15s Set 2 Same-day S1S2 Special Screening - @ Php 30,800 per material - 1 ABS TVC 15s - 1 GMA TVC 15s	129,608.00	25,921.60		155,529.60
	SUB TOTAL	371,317.13	69,053.26	0.00	440,370.39







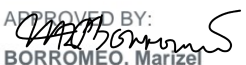
12% VAT
GRAND TOTAL

371,317.13

69,053.26

0.00

52,844.45
493,214.84

SUBMITTED BY:  JV Madrid Business Unit Director		PREPARED BY:  JV Madrid Business Unit Director	
NOTED BY:  Diane Chua Managing Director			
APPROVED BY:  PANTINOS, Shiena Marie S. PLDT HOME SENIOR PRODUCT SPECIALIST	APPROVED BY:  GONZALES, Ruby Ann AVP- HOME ACQUISITION MARKETING	APPROVED BY:  PINEDA, Regina Head, Home Acquisition Marketing	APPROVED BY:  BORROMEEO, Marizel HEAD - HOME MARKETING ADMIN & LOGISTICS