

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : PLDT HOME ACQUI PROJ PIZZA - OOH NLEX BRIDGEWAY  
 CE. NO. : PLDT-HOME-2023-0052  
 DATE : 13 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>DURATION: JULY 2023</b> <b>FINAL ARTWORK PRODUCTION COST</b> 1 OOH -NLEX BRIDGEWAY MATERIAL  *48 hours x P3,500 per hour (NET) *1 Layered Files x Php 25,000 (NET)	121,000.00		121,000.00
II	<b>ASC CLEARANCE</b> - Inclusive of OOH Billboard Static Material - @Php 840 per application x 3	2,400.00		2,400.00
III	<b>ASC PROCESSING FEE</b> - Processing of ASC Clearance and management of documents for approval.	5,000.00		5,000.00
IV	<b>ACCOUNT MANAGEMENT</b> On items number I, II, III	25,680.00	3,081.60	28,761.60
	<b>SUB TOTAL</b>	<b>154,080.00</b>	<b>3,081.60</b>	<b>157,161.60</b>
	<b>12% VAT</b>			<b>18,859.39</b>
	<b>GRAND TOTAL</b>	<b>154,080.00</b>	<b>3,081.60</b>	<b>176,020.99</b>

SUBMITTED BY:  <b>JV Madrid</b> Business Unit Director	PREPARED BY:  <b>JV Madrid</b> Business Unit Director
NOTED BY:  <b>Diane Chua</b> Managing Director	
APPROVED BY:  <b>Eason G. de Guzman</b> Brand Equity Management Executive	APPROVED BY:  <b>Ana May Jovellanos</b> Head, Home Brand Equity Management