

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : Project Pizza AO
 CE. NO. : PLDT-HOME-2023-0055
 DATE : 24 July 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: 1x Unli Fiber material. Max of 3 revisions per material: 1 major, 2 minor.	25,000.00	3,000.00	28,000.00
II	STATIC MATERIALS Creation of Static FB posts Includes: 1x Omnibus KV Max of 3 revisions per material: 1 major, 2 minor.	14,000.00	1,680.00	15,680.00
III	MULTI-IMAGE MATERIAL Creation of Multi-Image FB posts. Includes: 1x Unli Entertainment, 1x Unli Calls, 1x Lifestyle Max of 3 revisions per material: 1 major, 2 minor.	168,000.00	20,160.00	188,160.00
IV	ACCOUNT MANAGEMENT On items number I, II, III	41,400.00	4,968.00	46,368.00
	SUB TOTAL	248,400.00	29,808.00	278,208.00
	GRAND TOTAL	248,400.00	29,808.00	278,208.00

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	
NOTED BY: Diane Chua Managing Director			
APPROVED BY: Ruby Ann C. Gonzales AVP, Home Acquisition Marketing		APPROVED BY: Marizel P. Borromeo Head, Home Marketing Admin & Logistics	
		APPROVED BY: Regina P. Pineda Head, Home Acquisition Marketing	