

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : Facebook Always On Retainer 2023 H2
 CE. NO. : PLDT-HOME-2023-0071rev2
 DATE : 29 September 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	VIDEO MATERIALS Creation of 31x FB Reels. Max of 3 revisions per material. 1 Reel can be converted to either 2 Animated materials or 3 Static materials.	1,550,000.00	186,000.00	1,736,000.00
II	SPECIAL EXECUTIONS Ideation for special executions leading to follower growth. Includes provision for prizes.	950,000.00	114,000.00	1,064,000.00
III	ACCOUNT MANAGEMENT On items number I, II	500,000.00	60,000.00	560,000.00
	SUB TOTAL	3,000,000.00	360,000.00	3,360,000.00
	GRAND TOTAL	3,000,000.00	360,000.00	3,360,000.00

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: Miguel Sevilla Account Director		
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Mabie Encarnacion Digital Marketing Manager, PLDT Home	APPROVED BY: Ma. Zelinda Borromeo Head of A&P Marketing, PLDT Home	APPROVED BY: John C. Yanez First Vice-President, Head, PLDT Home Marketing