

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : Referral Program
 CE. NO. : PLDT-HOME-2023-0073
 DATE : 02 October 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	KV CONCEPT Creation of KV Concept	57,000.00	6,840.00	63,840.00
II	EDM Cascade of approved KV concept to EDM size.	35,000.00	4,200.00	39,200.00
III	SMS BLAST SMS Blast copy	2,200.00	264.00	2,464.00
IV	KV CASCADES Cascade of KV to 5x online ads. Includes: 1920x1080, 1080x1920, 1280x1920, 728x90, and 160x600	70,000.00	8,400.00	78,400.00
V	STOCK PHOTOS Licensing of stock photos. 3x photos for digital use.	11,700.00	1,404.00	13,104.00
VI	ACCOUNT MANAGEMENT On items number I, II, III, IV, V	35,180.00	4,221.60	39,401.60
	SUB TOTAL	211,080.00	25,329.60	236,409.60
	GRAND TOTAL	211,080.00	25,329.60	236,409.60

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: Nino Carandang Head - Retail & Online Acquisition Marketing	APPROVED BY: Haylen Custrodes Retail - Online Sr. Product Specialist