

PRODUCTION & CREATIVE SERVICES COST ESTIMATE








CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : Mesh WiFi
 CE. NO. : PLDT-HOME-2023-0074rev2
 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	COMMUNICATIONS PLAN Crafting of key messages per phase	55,000.00	6,600.00	61,600.00
III	STOCK PHOTOS Licensing of stock photos. 24x photos.	93,600.00	11,232.00	104,832.00
IV	ASC APPLICATION Application and processing fee for 1x S1 Special Screening and 1x S2 Special Clearing.	35,800.00	4,296.00	40,096.00
V	LAYERED FILE Turnover of 1x layered file	25,000.00	3,000.00	28,000.00
VI	ACCOUNT MANAGEMENT On items number I, III, IV, V	42,280.00	5,073.60	47,353.60
	SUB TOTAL	308,680.00	37,041.60	345,721.60
	GRAND TOTAL	308,680.00	37,041.60	345,721.60

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:  Eason G. de Guzman Brand Equity Management Executive	APPROVED BY:  Kat Olaguera Digital Services Team, Connectivity	APPROVED BY:  Evert Miranda VP - Head of Digital Services, Product Marketing