

PRODUCTION & CREATIVE SERVICES COST ESTIMATE









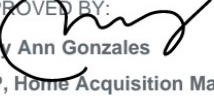

CLIENT : PLDT Inc.
 BRAND : Corporate
 PROJECT: : PLDT Home Your Broadband Free For Life Promo
 CE. NO. : PLDT-HOME-2024-0008rev1
 DATE : 01 March 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	ASF	VAT	TOTAL
I	BRAND STRATEGY	55,000.00	0.00	6,600.00	61,600.00
II	CREATIVE DEVELOPMENT Concept fee - Php 250,000 (1) Campaign key visual - Php 56,000 (1) banner, (1) detailer - Php 63,000 (2) Layered files - Php 50,000 (1) Shutterstock Image - Php 6,000 (2) Final Artworks (Banner & Detailer) - includes rush fee - Php 81,000	506,000.00	0.00	60,720.00	566,720.00
III	DTI APPLICATIONS (2) Sales Promotion application fee - Php 12,000 - Honorarium fee - Php 4,000 Includes: system verification & raffle draw - Processing fees - Php 20,800	36,800.00	0.00	4,416.00	41,216.00
IV	ASC APPLICATIONS (1) Static Ad - Carousel - Php 840 (1) 5s to 30s Animated Ads - Facebook - Php 1,602 (2) Special screening & clearing - Php 61,600 - Processing fees - Php 32,606.30	96,648.30	0.00	11,597.80	108,246.10
V	ACCOUNT MANAGEMENT & CLIENT SERVICING FEE On items number I, II, III, IV	138,889.66		16,666.76	155,556.42
	SUB TOTAL	833,337.96	0.00	100,000.56	933,338.52
	GRAND TOTAL	833,337.96	0.00	100,000.56	933,338.52

TERMS :

Note: Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend the work in case the delay last more than forty-five (45) days after the due date.

SUBMITTED BY:  Maxine K. Cruz Senior Account Manager	PREPARED BY:  Maxine K. Cruz Senior Account Manager	VERIFIED BY:  Lalyn Morete Senior Finance Analyst
NOTED BY:  Diane Chua Managing Director	NOTED BY:  Jennifer B. Wieneke Telco Head/PLDT Head	
APPROVED BY:  Jester Javier Sr. Product Specialist, Home Acquisition Marketing	APPROVED BY:  Ruby Ann Gonzales AVP, Home Acquisition Marketing	APPROVED BY:  Marizel Borromeo Head, Home Marketing Admin & Logistics