

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE












**CLIENT** : PLDT Inc.  
**BRAND** : Corporate  
**PROJECT** : PLDT Home Byte Sized (Kaspersky) Video Production - Madkon  
**CE. NO.** : PLDT-HOME-2024-0009  
**DATE** : 08 March 2024

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

	SERVICE	NET	VAT	COST IN PHP
I	<b>INCLUSIONS:</b> <b>VIDEO PRODUCTION</b> - Two (2) 60-90s 4K Video for YouTube - Two (2) 20s Edit Down Video (Horizontal) - Two (2) 20 Edit Down Video (Vertical)- Thumbnail	65,500.00	7,860.00	73,360.00
II	<b>PRE-PRODUCTION</b> - Concept / Scriptwriter x 2 Videos			
III	<b>POST PRODUCTION</b> - Post Production Coordinator - Offline & Online Editing - Basic Graphics- Color Grading - Stock Videos* *Stock videos are only limited to just one stock video library- Licensed Music- Inclusive of up to 5 revisions Timeline: - 5-7 working days lead time for first draft- 2 working days lead time per revision - Revision comments to be consolidated per revision Deadline:- TBD			
IV	<b>Exclusions:</b> - Location- Production Design - Audio Capture - Stock Videos - Covid Testing and PPE			
V	<b>ASF</b> On items number I	13,100.00	1,572.00	14,672.00
	<b>SUB TOTAL</b>	<b>78,600.00</b>	<b>9,432.00</b>	<b>88,032.00</b>
	<b>GRAND TOTAL</b>	<b>78,600.00</b>	<b>9,432.00</b>	<b>88,032.00</b>

## 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:  <b>Miguel Sevilla</b> Account Director	PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst	
NOTED BY:  <b>Diane Chua</b> Managing Director		NOTED BY:  <b>Jennifer B. Wieneke</b> Telco Head/PLDT Head	
APPROVED BY:  <b>Mabie O. Encarnacion-Engco</b> Digital Marketing Manager, Home Marketing	APPROVED BY:  <b>Linette Garcia-Perez</b> Senior Product Manager, BEM Home Marketing	APPROVED BY:  <b>Adrian R. Azana</b> Assistant Vice-President Kaspersky Home Marketing	APPROVED BY:  <b>Ma. Zelinda P. Borromeo</b> Head, Admin and A&P Budget Management Home Marketing