

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT : Project Pizza Refresh
CE. NO. : PLDT-HOME-2024-0010rev2
DATE : 07 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	KV CREATION Creation of 3x KVs - 1x Plan 1399 and 2x Plan 1799	171,000.00	20,520.00	191,520.00
II	BOOTH BANNER FA of KV to 2x Booth Banner size (2.75 x 6.5ft) - Plan 1399 and Plan 1799	63,000.00	7,560.00	70,560.00
III	BILLBOARDS Cascade and FA of KV to 3x Billboard sizes (50 x 50ft, 90 x 70ft, 50 x 70ft)	176,000.00	21,120.00	197,120.00
IV	ASC APPLICATION - Application fee for 2x Static, regular application (Php 840 each) - Application fee for 1x Static, special screening & clearing application (Php 30,800 each) - 3x Processing fee (Php 5,000 each) - Advancing fee (15% of permit fees)	52,352.00	6,282.24	58,634.24
V	LAYERED FILES Turnover of 5x layered files	125,000.00	15,000.00	140,000.00
VI	STOCK PHOTOS Licensing of 4x stock photos	37,200.00	4,464.00	41,664.00
VII	ACCOUNT MANAGEMENT On items number I, II, III, IV, V, VI	124,910.40	14,989.25	139,899.65
	SUB TOTAL	749,462.40	89,935.49	839,397.89
	GRAND TOTAL	749,462.40	89,935.49	839,397.89

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

Diane Chua

Managing Director

APPROVED BY:

Shiena S. Pantinos

Shiena S. Pantinos

Senior Product Specialist,

Home Acquisition

Marketing

APPROVED BY:

Ruby Ann C. Gonzales

Ruby Ann C. Gonzales

AVP, Home Acquisition

Marketing

APPROVED BY:

Regina P. Pineda

Regina P. Pineda

VP, Home Acquisition

Marketing

APPROVED BY:

Patrick S. Tang

Patrick S. Tang

FVP, Home Customer

Management

APPROVED BY:

Marizel P. Borromeo

Marizel P. Borromeo

Head, Home Admin &

Logistics