

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : PLDT Home Fiber Prepaid  
 CE. NO. : PLDT-HOME-2024-0018  
 DATE : 13 May 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
<b>I</b>			
<b>CREATIVE DEVELOPMENT</b>	382,864.00	45,943.68	<b>428,807.68</b>
Concept Fee - Php 150,000			
(1) Key Visual Ideation - Php 57,000			
(1) Booth Banner FA - 2.75 x 6.5 feet - Php 31,500			
(2) Flyer FA - 8x4 inches (two-sided) - Php 63,000			
(1) Placemat FA - 8.5 x 11 inches - Php 31,500			
(4) ASC Applications - regular S1 + S2 - Php 3,360			
Management & processing of ASC applications - Php 10,000			
Advancing fee of ASC application - Php 504			
(4) Stock Photos - streak, family, padlock, Wifi - Php 36,000			
<b>II</b>			
<b>ACCOUNT MANAGEMENT &amp; CLIENT SERVICING FEE</b>	<b>76,572.80</b>	<b>9,188.74</b>	<b>85,761.54</b>
On items number I			
<b>SUB TOTAL</b>	<b>459,436.80</b>	<b>55,132.42</b>	<b>514,569.22</b>
<b>GRAND TOTAL</b>	<b>459,436.80</b>	<b>55,132.42</b>	<b>514,569.22</b>

**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: <b>Maxine K. Cruz</b> Senior Account Manager		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> Head of Business		
APPROVED BY: <b>Jester Javier</b> Sr. Product Specialist, Home Acquisition Marketing		APPROVED BY: <b>Ruby Ann Gonzales</b> AVP, Home Acquisition Marketing		APPROVED BY: <b>Marizel Borromeo</b> Head, Home Marketing Admin & Logistics	
				APPROVED BY: <b>Patrick S. Tang</b> FVP - Home Acquisition Marketing	