

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT : Project Pizza RC 15s Edit Down with AOB Dialects
CE. NO. : PLDT-HOME-2024-0026rev1
DATE : 21 June 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	AUDIO POST PRODUCTION PACKAGE Twenty Eight (28) Studio Hours for: - Recording - Editing - Mixing for release of: - 1x15s RC Derivative with the following AOBs: - 1x7s AOB - Tagalog - 1x7s AOB - Kapampangan - 1x7s AOB - Ilocano - 1x7s AOB - Bicolano - 1x7s AOB - Cebuano - 1x7s AOB - Hiligaynon - 1x7s AOB - Waray - 1x7s AOB - Chavacano *Includes provision for re-editing of price change *Each output to have a "1399" and "1699" version	86,800.00	10,416.00	97,216.00
II	MUSIC PRODUCTION PACKAGE Original Jingle Re-Usage: - 1x15s Edit Down	47,900.00	5,748.00	53,648.00
III	VOICE TALENT FEE Talent Fees for: - 1 x Announcer for 15s Derivative Copy - 8 x Announcers (Authentic Dialect Speakers and/or Coachable VO Talent) - Coach / Translators: - Kapampangan - Ilocano - Bicolano - Cebuano - Hiligaynon - Waray - Chavacano	104,300.00	12,516.00	116,816.00
IV	AUDIO MANAGEMENT/SOUNDTRACK PRODUCER Soundtrack Producer's Fee	58,823.53	7,058.82	65,882.35

V	ASC SPECIAL SCREENING FEES (S1 & S2 for 15s and S1 & S2 for AOB) ASC REGULAR SCREENING FOR 7 AOBs PROCESSING FEE/RUSH FEE	80,000.00	9,600.00	89,600.00
VI	ADVANCING FEE ON ASC APPLICATIONS	12,000.00	1,440.00	13,440.00
VII	CONCEPT FEE	55,000.00	6,600.00	61,600.00
VIII	CLIENT MANAGEMENT & ACCOUNT SERVICING FEE On items number I, II, III, IV, V, VII	86,564.71	10,387.76	96,952.47
	SUB TOTAL	531,388.24	63,766.59	595,154.82
	GRAND TOTAL	531,388.24	63,766.59	595,154.82

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.









ATTENTION :

NOTE:

*Cost is still subject to change according to final project brief

*Usage duration - 15 months

*Territory - Philippines Only

SUBMITTED BY:  Jennifer B. Wieneke Head of Business		PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY:  Lalyn Morete Senior Finance Analyst	
NOTED BY:  Diane Chua Managing Director					
APPROVED BY:  Tom Olero		APPROVED BY:  Claire Guevarra AVP, Home Acquisition Marketing		APPROVED BY:  Patrick S. Tang FVP, Home Acquisition Marketing	
APPROVED BY:  Marizel P. Borromeo Head, Home Admin & Logistics					