

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : Pldt Home Digital Content Support - LNM  
 CE. NO. : PLDT-HOME-2024-0028  
 DATE : 02 July 2024


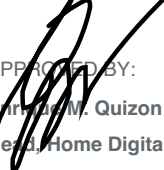



16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	<b>Twitter Updates and Maintenance - Digital Content Materials</b> Deliverables: - Video and event support - Content Creation and Implementation - Production of Consumable Materials	912,000.00	109,440.00	1,021,440.00
II	<b>Twitter Updates and Maintenance - Live Coverage</b> Deliverables: - Video and event support - Content Creation and Implementation - Production of Consumable Materials	72,000.00	8,640.00	80,640.00
III	<b>Byte Sized</b> Deliverables: - Video and event support - Content Creation and Implementation - Production of Consumable Materials	1,000,000.00	120,000.00	1,120,000.00
IV	<b>ASF</b> On items number I, II, III	350,176.00	42,021.12	392,197.12
	<b>SUB TOTAL</b>	<b>2,334,176.00</b>	<b>280,101.12</b>	<b>2,614,277.12</b>
	<b>GRAND TOTAL</b>	<b>2,334,176.00</b>	<b>280,101.12</b>	<b>2,614,277.12</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 lasts more than forty five (45) days after the due date.

SUBMITTED BY: <i>Paola Soriano</i> <b>Paola Soriano</b> Account Director	PREPARED BY: <i>Claire Lumayad</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY: <b>Diane Chua</b> <i>Diane Chua</i> Managing Director		

<p>APPROVED BY:  Ma. Abigail O. Encarnacion-Engco Digital Marketing <del>Producer</del> Manager</p>	<p>APPROVED BY:  Enriete M. Quizon II Head, Home Digital Marketing</p>	<p>APPROVED BY:  Marizel P. Borromeo Head, Home Marketing Admin &amp; Logistics</p>	<p>APPROVED BY:  Regina P. Pineda '24 VP &amp; Head, Home Marketing Communications &amp; Services</p>	<p>APPROVED BY:  John C. Yanez FVP &amp; Head, Home Product &amp; Portfolio Management</p>
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