

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT Home
 PROJECT: : PLDT Home Disco KV 2 (FLAA 199 & EB)
 CE. NO. : PLDT-HOME-2024-0044rev1
 DATE : 07 August 2024

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

	SERVICE	NET	ASF	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT One (1) Static Key Visual with one (1) cascade Two (2) layered files	117,000.00	0.00	14,040.00	131,040.00
II	ASC APPLICATION Two (2) Special Screening & Clearing Applications Advancing Fee (15%) Management & Processing of two (2) ASC applications	80,840.00	0.00	9,700.80	90,540.80
III	ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE On items number I, II	39,568.00		4,748.16	44,316.16
	SUB TOTAL	237,408.00	0.00	28,488.96	265,896.96
	GRAND TOTAL	237,408.00	0.00	28,488.96	265,896.96

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: Maxine K. Cruz Senior Account Manager		PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director			NOTED BY: Jennifer B. Wieneke Head of Business		
APPROVED BY: Eason G. de Guzman Brand Equity Manager for Prepaid Home WiFi	APPROVED BY: Ana May C. Jovelanos Head of Brand Equity	APPROVED BY: Marizel P. Borromeo Home A&P Management	APPROVED BY: Regina P. Pineda VP Marketing Comms & Services and Fixed Wireless		