

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : Unli All 1399 OOH Cascades
 CE. NO. : PLDT-HOME-2024-0053rev1
 DATE : 06 September 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 OOH KV derivative	40,000.00	4,800.00	44,800.00
II	LAYERED FILE Turnover of 1x layered file	25,000.00	3,000.00	28,000.00
III	LAMP POST BANNER Cascade of KV to 1x LPB (3 x 7ft). Inclusive of FA.	27,000.00	3,240.00	30,240.00
IV	BILLBOARDS Cascade of KV to 3x Billboards. Inclusive of FA. - 50 x 50ft - 90 x 70ft - 70 x 50ft	63,000.00	7,560.00	70,560.00
V	ASC APPLICATION Inclusive of: - 1x Static Application Fee (Php 840) - Advancing Fee (Php 126) - Processing Fee (Php 5,000)	5,966.00	715.92	6,681.92
VI	STOCK PHOTOS Licensing of stock photos used in KV - Total of 1 stock photo image - Cost per image @ USD 155 - Forex: USD 1 = PHP 61.16 (BSP rate as of September 5, 2024)	9,479.80	1,137.58	10,617.38
VII	ACCOUNT MANAGEMENT On items number I, II, III, IV, V, VI	34,089.16	4,090.70	38,179.86
	SUB TOTAL	204,534.96	24,544.20	229,079.16
	GRAND TOTAL	204,534.96	24,544.20	229,079.16

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  Miguel Sevilla Account Director

NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director	NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business		
APPROVED BY: <i>Miguel Ruffy</i> Miguel Ruffy Brand Equity Management	APPROVED BY: <i>for: Ana May C. Lovellanos</i> for: Ana May C. Lovellanos Head of Brand Equity	APPROVED BY: <i>Marizel P. Borromeo</i> Marizel P. Borromeo Head, Home Marketing Admin & Logistics	APPROVED BY: <i>Regina P. Pineda</i> Regina P. Pineda VP, Marketing Comms & Services and Fixed Wireless