

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT : Unli All 1399 Signal KV Cascades
CE. NO. : PLDT-HOME-2024-0056rev1
DATE : 10 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	TENT CARD Cascade of KV to 2x Tent Cards. Inclusive of FA. - 8x11 inches - 8.5x13 inches	15,750.00	1,890.00	17,640.00
II	BANNER Cascade of KV to 1x Banner. 2x5 ft, inclusive of FA.	24,750.00	2,970.00	27,720.00
III	FLYER Cascade of KV to 1x Flyer. 4x8 inches, inclusive of FA.	15,750.00	1,890.00	17,640.00
IV	DETAILER Cascade of KV to 1x Flyer. 18x24 inches, inclusive of FA.	15,750.00	1,890.00	17,640.00
V	EASEL BOARD Cascade of KV to 1x Easel Board. 27x36 inches, inclusive of FA.	24,750.00	2,970.00	27,720.00
VI	TV BOARD STRIP Cascade of KV to 1x TV Board Strip. 35x4 inches, inclusive of FA.	24,750.00	2,970.00	27,720.00
VII	ACCOUNT MANAGEMENT On items number I, II, III, IV, V, VI	24,300.00	2,916.00	27,216.00
	SUB TOTAL	145,800.00	17,496.00	163,296.00
	GRAND TOTAL	145,800.00	17,496.00	163,296.00

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:  Diane Chua Managing Director	NOTED BY:  Jennifer B. Wieneke Head of Business

<p>APPROVED BY:  Linette Garcia-Perez Senior Product Manager</p>	<p>APPROVED BY:  Ana May C. Lovelands Head of Brand Equity</p>	<p>APPROVED BY:  Maribel P. Borromeo Head, Home Marketing Admin & Logistics</p>	<p>APPROVED BY:  Bryan B. Brantzeg Senior Product Manager, StreamTV</p>
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