

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE







CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : Unli All 1399 ASC and Layered File Addendum  
 CE. NO. : PLDT-HOME-2024-0057  
 DATE : 13 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	<b>LAYERED FILE</b> Turnover of 2x OOH layered file	50,000.00	6,000.00	<b>56,000.00</b>
II	<b>ASC APPLICATIONS</b> Inclusive of: - 3x Static Application Fee (Php 2,520) - 1x 30s Video Application Fee (Php 1,602) - 1x 15s Video Application Fee (Php 1,602) - 3x 6s Video Application Fee (Php 1,602) - Advancing Fee (Php 1098.9) - Processing Fee (Php 40,000)	48,424.90	5,810.99	<b>54,235.89</b>
III	<b>ACCOUNT MANAGEMENT</b> On items number I, II	19,684.98	2,362.20	<b>22,047.18</b>
	<b>SUB TOTAL</b>	<b>118,109.88</b>	<b>14,173.19</b>	<b>132,283.07</b>
	<b>GRAND TOTAL</b>	<b>118,109.88</b>	<b>14,173.19</b>	<b>132,283.07</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:  <b>Miguel Sevilla</b> Account Director	
NOTED BY:  <b>Diane Chua</b> Managing Director	NOTED BY:  <b>Jennifer B. Wieneke</b> Head of Business
APPROVED BY:  <b>Miguel Ruffy</b> Brand Equity Management	