

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT : PLDT Home: Thematic - Website and Boilerplate Copywriting
CE. NO. : PLDT-HOME-2025-0002
DATE : 09 January 2025

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 CREATIVE FEES Creative fees for copywriting: a. "About Us" section in PLDT Home website b. PR Boilerplate	65,000.00	7,800.00	72,800.00
II CLIENT SERVICING FEE On items number I	13,000.00	1,560.00	14,560.00
SUB TOTAL	78,000.00	9,360.00	87,360.00
GRAND TOTAL	78,000.00	9,360.00	87,360.00

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 last more than forty five (45) days after the due date.

SUBMITTED BY: Paola Soriano Account Director	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: Linette Garcia-Perez Senior Manager, Marketing Communications	APPROVED BY: Ana May C. J. Dela Cruz Head, Brand Equity Management	APPROVED BY: Maribel P. Bonifacio Head, Home Admin & Logistics