

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : PLDT Home: Thematic - Phils. Yearbook Print Ad  
 CE. NO. : PLDT-HOME-2025-0003  
 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	WTAX	VAT	COST IN PHP
<b>I CREATIVE FEES</b> Creative fees for KV cascade: Yearbook Print Ad (9.57in x 11.65in with bleed). Includes FA Fees.	86,000.00		10,320.00	<b>96,320.00</b>
<b>II CLIENT SERVICING FEE</b> On items number I	17,200.00		2,064.00	<b>19,264.00</b>
<b>SUB TOTAL</b>	<b>103,200.00</b>	<b>0.00</b>	<b>12,384.00</b>	<b>115,584.00</b>
<b>GRAND TOTAL</b>	<b>103,200.00</b>	<b>0.00</b>	<b>12,384.00</b>	<b>115,584.00</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 last more than forty five (45) days after the due date.

SUBMITTED BY: <b>Paola Soriano</b> Account Director	PREPARED BY: <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY: <b>Diane Chua</b> Managing Director	NOTED BY: <b>Jennifer B. Wieneke</b> Head of Business	
APPROVED BY: <b>Linette Garcia Perez</b> Senior Manager, Marketing Communications	APPROVED BY: <b>Ana May C. Jovellanos</b> Head, Brand Equity Management	APPROVED BY: <b>Marizel P. Borromeo</b> Head, Home Admin & Logistics