

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : PLDT Home
PROJECT : PLDT Home - Website Updates (Content Writing & Image Replacements) + PR Boilerplate
CE. NO. : PLDT-HOME-2025-0006
DATE : 10 February 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I CREATIVE FEES FOR PLDT HOME WEBSITE UPDATES & COPYWRITING FOR PR BOILERPLATE Packaged cost includes: - Content writing - Recommendations for image replacements (stock photo licensing c/o client; no artwork development included) - Copywriting guidelines - Website Audit Note: Max. 3 rounds of revisions	400,000.00	48,000.00	448,000.00
SUB TOTAL	400,000.00	48,000.00	448,000.00
GRAND TOTAL	400,000.00	48,000.00	448,000.00

SUPPLIER COST BREAKDOWN

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
			0	0	0	
TOTAL			%			

SUBMITTED BY: <i>Paola Soriano</i> Paola Soriano Account Director	PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director		
APPROVED BY: Linette Garcia-Perez Senior Manager, Marketing Communications	APPROVED BY: Ana May C. Jovellanos Head, Brand Equity Management	APPROVED BY: Marizel P. Borromeo Head, Home Admin & Logistics
APPROVED BY: Regina P. Pineda VP, Marketing Comms & Services and Fixed Wireless		