

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Fiber Prepaid  
**PROJECT** : Project Success Re-edit Transmissions/ASC  
**CE. NO.** : PLDT-HOME-2025-0026  
**DATE** : 01 July 2025

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

	SERVICE	NET	AdvF	VAT	COST IN PHP
I	<b>ASC APPLICATIONS</b> ASC Application Fee ASC Processing Fee	13,204.00	2,957.70	1,584.48	17,746.18
II	<b>TVCXPRESS TRANSMISSIONS</b> TVCXpress three (3) transmissions @P2,755	8,265.00	0.00	991.80	9,256.80
III	<b>ACCOUNT MANAGEMENT &amp; CLIENT SERVICING FEE</b> On items number I, II	4,293.80		515.26	4,809.06
	<b>SUB TOTAL</b>	25,762.80	2,957.70	3,091.54	31,812.03
	<b>GRAND TOTAL</b>	25,762.80	2,957.70	3,091.54	31,812.03

SUBMITTED BY: <b>Angelo Gorriceta</b> Project Manager	PREPARED BY: <b>Angelo Gorriceta</b> Project 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>Miguel N. Ruffy</b> Senior Manager, Brand Equity Management	APPROVED BY: <b>Regina Pineda</b> VP, Marketing Comms & Services	