

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : PLDT Home Project: SUCCESS 2.0 Flyer and KV
 CE. NO. : PLDT-HOME-2026-0003
 DATE : 05 February 2026

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	LAYERED FILE	25,000.00	0.00	3,000.00	28,000.00
II	FA FLYER COST 8hours @ Php4,500 per hour	36,000.00	0.00	4,320.00	40,320.00
III	ASC COORDINATION FEE	10,000.00	0.00	1,200.00	11,200.00
IV	ASC FEES S1 and S2 screening for 4 KVs and 1 flyer	8,400.00	1,881.60	1,008.00	11,289.60
V	ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE On items number II	6,354.00		762.48	7,116.48
V	ASF On items number II, IV	5,328.00		639.36	5,967.36
	SUB TOTAL	91,082.00	1,881.60	10,929.84	103,893.44
	GRAND TOTAL	91,082.00	1,881.60	10,929.84	103,893.44

SUBMITTED BY: <i>Monica</i> Monica Ysabel Toribio Account Manager		PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director		NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business	
APPROVED BY: <i>Jester Javier</i> Jester Javier Senior Marketing Specialist	APPROVED BY: <i>RubyAnn Gonzales</i> RubyAnn Gonzales AVP - National Acquisition Marketing	APPROVED BY: <i>Patrick Tang</i> Patrick Tang First VP - Home Acquisition Marketing	APPROVED BY: <i>Ma. Zelinda Borromeo</i> Ma. Zelinda Borromeo Head - Home Admin & Logistics

Ma. Zelinda P. Borromeo
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