








PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Fiber Postpaid
 PROJECT : PLDT Home High Speed Load KV Development
 CE. NO. : PLDT-HOME-2026-0012
 DATE : 31 March 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	Concept Fee	180,000.00	0.00	21,600.00	201,600.00
II	FA Cost for KVs x 2 (@ 8 hours/KV X 4500 per hour)	72,000.00	0.00	8,640.00	80,640.00
III	Layered File x 2 KVs	50,000.00	0.00	6,000.00	56,000.00
IV	ASC Coordination Fee (Php 10,000x2)	20,000.00	0.00	2,400.00	22,400.00
V	ASC Fees (2 x S1 & S2 static applications)	1,500.00	336.00	180.00	2,016.00
VI	ASF On items number V	180.00		21.60	201.60
	SUB TOTAL	323,680.00	336.00	38,841.60	362,857.60
	GRAND TOTAL	323,680.00	336.00	38,841.60	362,857.60

SUBMITTED BY:  Monica Ysabel Account Manager	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Jennifer B. Wieneke Head of Business
NOTED BY:  Diane Chua Managing Director		
APPROVED BY:  Miguel Ruffy Senior Brand Equity Manager	APPROVED BY:  Simoun Ferrer AVP-BEM/BAT	APPROVED BY:  Regina Medina VP-Marketing Comms and Services 22 Apr 2026