







PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : Sumakses BBG ASC Applications (3x15s, 1x3min)
 CE. NO. : PLDT-HOME-2026-0016
 DATE : 29 April 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	ASC Coordination Fee (4 applications)	40,000.00	0.00	4,800.00	44,800.00
II	15s ASC Fees (S1 and S2 x 3) <ul style="list-style-type: none"> • Damit 15s • Almusal 15s • Chika 15s 	4,290.00	960.96	514.80	5,765.76
III	3 minuter ASC Fee (S1 and S2)	4,125.00	924.00	495.00	5,544.00
IV	ASF On items number II, III	1,009.80		121.18	1,130.98
	SUB TOTAL	49,424.80	1,884.96	5,930.98	57,240.74
	GRAND TOTAL	49,424.80	1,884.96	5,930.98	57,240.74

SUBMITTED BY:  Monica Ysabel i orio Account Manager	PREPARED BY:  Monica Ysabel i orio Account 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	