

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME BA  
 PROJECT: : PLDT HOME BA MWELL POSTS  
 CE. NO. : PLDT-PR-2023-0006  
 DATE : 27 February 2023

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
 Fax: 8856-9316

	SERVICE	NET	ASF	VAT	TOTAL
I	<b>DURATION: FEBRUARY 2023</b> CREATIVE DEVELOPMENT STATIC KVs - 3 materials @ Php 45,000	135,000.00	0.00		135,000.00
II	CAROUSEL AD 1 Set of 4 Panels @Php 56,000	56,000.00	0.00		56,000.00
III	LAYERED FILE - Turnover of 3 layered KV files @ Php 25,000/file	75,000.00	0.00		75,000.00
IV	ACCOUNT MANAGEMENT	53,200.00	0.00		53,200.00
	<b>SUB TOTAL</b>	<b>319,200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>319,200.00</b>
	12% VAT				38,304.00
	<b>GRAND TOTAL</b>	<b>319,200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>357,504.00</b>

SUBMITTED BY:  <b>JV Madrid</b> Business Unit Director	PREPARED BY:  <b>JV Madrid</b> Business Unit Director	VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY:  <b>Reg Cabanban</b> Managing Partner		
APPROVED BY: LINETTE GARCIA PEREZ  Senior Product Home Manager	APPROVED BY: JANICE LAGASO  AVP - Digital Services, Product Marketing	APPROVED BY:  <b>EVERT MIRANDA</b> VP- Head of Digital Services, Product Marketing