

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT : PLDT HOME VAS BANNER P1,699  
 CE. NO. : PLDT-PR-2023-0007  
 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 DURATION: MARCH 2023 CREATIVE DEVELOPMENT  Creation of KV Concept	57,000.00	0.00		57,000.00
II FINAL ARTWORK PRODUCTION  - Booth Banner - FA of material in 2.75x6.5ft - Lampost Banner - FA of material in 3x7ft	51,500.00	0.00		51,500.00
III ACCOUNT MANAGEMENT	21,700.00	0.00		21,700.00
<b>SUB TOTAL</b>	<b>130,200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>130,200.00</b>
12% VAT				15,624.00
<b>GRAND TOTAL</b>	<b>130,200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>145,824.00</b>

SUBMITTED BY: JV Madrid Business Unit Director	PREPARED BY: JV Madrid Business Unit Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Reg Cabanban Managing Partner		
APPROVED BY: DE GUZMAN, Jose (Eason) G. Jr.	APPROVED BY: PANTINOS, Shiens Marie S.	APPROVED BY: GONZALES, Ruby Ann