

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : PLDT INC.
 BRAND : PLDT Enterprise
 PROJECT : PH Digicon 2023 Pre-launch Placement
 CE. NO. : PLDT Enterprise OOS 2023-11
 DATE : 18 August 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 856-7888
 Fax: 856-9316

SERVICE	NET	VAT	TOTAL
I Full Page Feature on PhilStar	497,058.82		497,058.82
<ul style="list-style-type: none"> • Print (Full Page) + Digital + Social Media • Full page advert space to be published the Star Business/Life • Article upload in Philstar.com or Philstarlife (permanent & shareable) • Philstar FB posting with boosting. 			
SUB TOTAL	497,058.82	0.00	497,058.82
12% VAT			59,647.06
GRAND TOTAL	497,058.82	0.00	556,705.88

PREPARED BY: Mark Josef Dolor Senior Account Manager		
NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Tere Isla Group Account Director	
APPROVED BY: Vanessa Marielle T. Baltao Division Head, Enterprise Marketing Communications	APPROVED BY: Rachel Ann D. Tablante Center Head, Enterprise Marketing Communications	APPROVED BY: John Eric S. Alvarez Vice President and Head, Marketing, Wireless Business - Enterprise and International