

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PUBLIC SAFETY SAVINGS AND LOAN ASSOCIATION PSSLAJ INC.
 BRAND : PSSLAJ
 PROJECT: : Associate Loans Campaign
 CE. NO. : PSSLAJ-2024-0002
 DATE : 06 March 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888




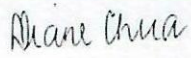



	SERVICE	NET	VAT	COST IN PHP
I	Duration: March to April 2024 (2 months) CONCEPT FEE (IMC) Creation of big idea, name studies, concepts and executions for total brand	350,000.00	42,000.00	392,000.00
II	KEY VISUAL Key visual and layered file	300,000.00	36,000.00	336,000.00
III	BANNER AD STATIC 1 banner ad for PSSLAJ website landing page	26,000.00	3,120.00	29,120.00
IV	CAROUSEL 4 PANELS 4 panels of carousel ads, 3 revisions	56,000.00	6,720.00	62,720.00
V	EDITORIAL CONTENT PLAN (MULTIPLATFORM) Creation of campaign content calendar for the following platforms: Facebook, Instagram, and TikTok. 3 platforms, 24-post calendar.	80,000.00	9,600.00	89,600.00
VI	SOCIAL CARDS (ANIMATED) Development and production of static social content for Facebook and Instagram only. 25 posts, max of 2 revisions. Simple animation or repurposed video only..	1,125,000.00	135,000.00	1,260,000.00
VII	VIBER ADS Viber ad creation inclusive of caption (2)	30,000.00	3,600.00	33,600.00
VIII	VIBER ADS PLACEMENTS 2-month run	660,000.00	79,200.00	739,200.00
IX	IMAGE BANK PHOTOSHOOT Prod costs only, exclusive of talent fees. Subject to final scoping and shoot details.	500,000.00	60,000.00	560,000.00
X	PROJECT MANAGEMENT FEE On items number I, II, III, IV, V, VI, VII, VIII, IX	312,700.00	37,524.00	350,224.00
	SUB TOTAL	3,439,700.00	412,764.00	3,852,464.00
	GRAND TOTAL	3,439,700.00	412,764.00	3,852,464.00

TERMS :

- 50% downpayment required upon signing of CE and 50% full payment upon project completion.
- Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the

delay lasts more than forty five (45) days after the due date.

- All projects are subject to scoping. Costs may vary depending on final plans and complexity.
- Costs exclusive of production and promo permit fees unless otherwise stated.
- Agency media commission charges 10% of media fees.

SUBMITTED BY:  Paola Soriano Account Director	PREPARED BY:  Paola Soriano Account Director	VERIFIED BY:  Lalyn Morete Senior Finance Analyst
NOTED BY:  Diane Chua Managing Director	NOTED BY:  Jennifer B. Wieneke Telco Head/PLDT Head	
APPROVED BY:  Janery Jill Magalona VP for Operations, PSSLAI	APPROVED BY:  Atty. Maria Juanico Head of PDMCD, PSSLAI	