


PRODUCTION & CREATIVE SERVICES COST ESTIMATE

CLIENT : RIZAL COMMERCIAL BANKING CORPORATION
 BRAND : RCBC
 PROJECT: : Holiday MyDebit ATM Card
 CE. NO. : RCBC-2022-0002
 DATE : 27 October 2022

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

	SERVICE	NET	VAT	TOTAL
I	CONCEPT FEE Holiday MyDebit Card Key Visual	50,000.00	6,000.00	56,000.00
II	PACKAGED PRODUCTION + RELEASE FILES Inclusive of cleanup of images, composition, layout charges and animation - 2 EDMs - 2 Announcement Poster (Desktop and Mobile) - 6 Animated Social Media Post	200,000.00	24,000.00	224,000.00
III	IMAGE RENTAL	35,000.00	4,200.00	39,200.00
IV	DTI APPLICATION 1 DTI Application and includes honorarium fee for DTI representative	10,000.00	1,200.00	11,200.00
V	MEDIA PLAN	1,700,000.00	204,000.00	1,904,000.00
VI	5% YGC Admin Fee	120,000.00	14,400.00	134,400.00
VII	ASF on items II, III, IV, V	291,750.00	35,010.00	326,760.00
	SUB TOTAL	2,406,750.00	288,810.00	2,695,560.00
	GRAND TOTAL	2,406,750.00	288,810.00	2,695,560.00

SUBMITTED BY: Nadine Mariano Senior Account Manager	
NOTED BY: Denise Banatin Group Account Director	
APPROVED BY: Niccolo Viado 	APPROVED BY: Alexis Villafuerte 