

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : RIPPLE8 INC.
 BRAND : Meralco
 PROJECT: : Net Metering & Zero Exports Residential Materials
 CE. NO. : RIPPLE8-MERALCO-2023-0023
 DATE : 29 November 2023

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

SERVICE	NET	VAT	TOTAL
I	1,064,832.00	127,779.84	1,192,611.84
Digital Campaign Strategy			
Creative Conceptualization			
Facebook/Meta			
One (1) 15s Material (1200x628; 9:16; Vertical)			
One (1) 6s Material (edit down from the 15s; 16:9; Horizontal)			
One (1) 10s Material (edit down from the 15s; 1080x1080; Square)			
YouTube			
One (1) 6s Material - edit down from the 15s (16:9; Horizontal)			
One (1) 15s Material (16:9; Horizontal)			
Programmatic			
Three (3) Animated Programmatic Ads (16x9, 9x16, 1x1)			
Layered Files			
Viber			
One (1) Static Material (300x250)			
Gcash			
Four (4) Static Materials (Pop Up, Promo Card Prime, Buy Load Banner, Receipt Page)			
Shutterstock Video Assets - HD; Digital only			
Shutterstock Music Assets - Digital only			
Shutterstock Photo Assets - All media use			
Project Management Fee			
12% ASF			
Inclusive of 2 revisions only, additional revisions will be based on Tribal ratecard			
SUB TOTAL	1,064,832.00	127,779.84	1,192,611.84
GRAND TOTAL	1,064,832.00	127,779.84	1,192,611.84

TERMS :

Cancellation Fees

Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)

C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production)






charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

Note: 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 last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Beatrice Co Account Director		
NOTED BY:  Reginne Cabanban Managing Partner		
APPROVED BY:  Rod Soriano	APPROVED BY:  Kirk Campos	APPROVED BY:  Bobby Vito