

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.
 BRAND : ePLDT
 PROJECT : ePLDT - 1 Month Media Plan - ePLDT Cloud & SPA
 CE. NO. : EPLDT-2023-0002
 DATE : 06 June 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: JUNE 2023 MEDIA CE C/O OPTIMAX 1 MONTH PLAN - ePLDT CLOUD - Awareness Campaign on Digital - Channel: Facebook/Instagram; LinkedIn - Material: Video Ad - Product: Cloud Main Video - KPI Reach: 1,111,111; Impression: 147,059	165,000.00	0.00		165,000.00
II 1 MONTH PLAN - ePLDT SPA - Awareness Campaign on Digital - Channel: Facebook/Instagram; LinkedIn - Material: Static - Product: SPA - KPI Reach: 1,555,556 ; Impression: 191,176	220,000.00	0.00		220,000.00
SUB TOTAL	385,000.00	0.00	0.00	385,000.00
20% ASF				77,000.00
12% VAT				55,440.00
GRAND TOTAL	385,000.00	0.00	0.00	517,440.00

SUBMITTED BY:  JV Madrid Business Unit Director	PREPARED BY:  JV Madrid Business Unit Director
NOTED BY:  Diane Chua Managing Director	
APPROVED BY:  NINA POSADAS for: VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS	