

**PRODUCTION & CREATIVE  
SERVICES COST ESTIMATE**



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

CLIENT: **MERALCO (Manila Electric Company)**  
PROJECT: **Customer Contact Database Campaign**  
C.E. NO.: 

	2022	8
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DATE: 

21	November	2022
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**MERALCO (Manila Electric Company)  
Customer Contact Database Campaign**

	NET	VAT	TOTAL
<b>I. DIGITAL STRATEGY, CREATIVE CONCEPT, AND EXECUTION</b>	<b>968,000.00</b>	<b>116,160.00</b>	<b>1,084,160.00</b>
> <i>Digital Campaign Strategy</i>	50,000.00		
> <i>Creative Conceptualization</i>	250,000.00		
> <i>Execution Key Visuals (BlackoutBusters &amp; Mertainment; exclusive of layered files)</i>	40,000.00		
Stock Photos (Shutterstock, up to 20 images)	94,000.00		
Facebook Animated Post (3 materials)	78,000.00		
Youtube Bumper ads 6s (1 Video)	30,000.00		
Youtube 15s (2 videos)	120,000.00		
Display Ads: 300x600, 320x50, 300x50, 728x90 (18 materials)	306,000.00		
Tiktok Topview (1 material)			
> <i>Inclusive of 2 revisions only, additional revisions will be based on Agency rate card</i>			
<b>II. PROJECT MANAGEMENT</b>	<b>364,452.00</b>	<b>43,734.24</b>	<b>408,186.24</b>
<i>Account management and coordination</i>			
<b>GRAND TOTAL</b>	<b>1,332,452.00</b>	<b>159,894.24</b>	<b>1,492,346.24</b>

**NOTES:** Full payment is due thirty (30) days after submission of final materials.

SUBMITTED BY:  Jam Sison	NOTED BY:  Kirk Campos	APPROVED BY:  Dianne Achas	APPROVED BY:  Geza Lim	APPROVED BY:
VERIFIED BY:  Marlene Cadavillo	NOTED BY:  Bobby Vito	Jenny Ella		