

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.
 BRAND : ePLDT
 PROJECT: : ePLDT Project VITRO Data Center Campaign
 CE. NO. : EPLDT-2023-0005rev2
 DATE : 20 July 2023

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

	SERVICE	NET	VAT	COST IN PHP
I	DIGITAL CAMPAIGN STRATEGY - Comprehensive and Strategic Digital Campaign plan for ePLDT	55,000.00	6,600.00	61,600.00
II	CREATIVE CONCEPT FEE - Creation of concepts and executions for digital projects	55,000.00	6,600.00	61,600.00
III	CAMPAIGN KEY VISUAL x 1 - The omnibus Key Visual for the campaign	60,000.00	7,200.00	67,200.00
IV	SOCIAL MEDIA ANIMATED POST MATERIALS - Creation of animated content for ePLDT social media pages (1x material) - Assumes use of existing assets of Client. - Excludes cost of stock images (e.g., Shutterstock), which will be costed separately.	25,000.00	3,000.00	28,000.00
V	ASC CLEARANCE FEES - ASC clearance for posted content if applicable; amount is consumable per application and follows the fees of ASC	3,204.00	384.48	3,588.48
VI	LINKEDIN ADS - LinkedIn media placements targeting 92,150 impressions.	165,000.00	19,800.00	184,800.00
VII	FACEBOOK/INSTAGRAM ADS - Facebook & Instagram media placements targeting 300,380 reach.	55,000.00	6,600.00	61,600.00
VIII	GOOGLE ADS - Google media placements targeting 1,498 clicks.	110,000.00	13,200.00	123,200.00
IX	KEY VISUAL - LAYERED FILE - editable file of the Key Visual	25,000.00	3,000.00	28,000.00
X	ACCOUNT MANAGEMENT On items number I, II, III, IV, V, VI, VII, VIII, IX	110,640.80	13,276.90	123,917.70
	SUB TOTAL	663,844.80	79,661.38	743,506.18
	GRAND TOTAL	663,844.80	79,661.38	743,506.18

TERMS :

*Costs reflected above are based on the agency rate card and ballpark figures for production. This is subject to negotiation and bulk discount once deliverables are finalized.

*Costs do not include stock images (e.g., Shutterstock). To be costed separately.

*Exclusive of Costs of transportation, accommodation, meal, and out-of-pocket expenses for official trips related to Client's projects (market checks, trade checks,

research, concert/events, etc.)

*Does not include Cash advances for production (audio-visual, printing, etc.), talent fees professional fees (photographers, stylists, make-up artists, etc.), and clearance fees for ASC and DTI

*Does not include Promo management and raffle draws

* Music licensing is for Terrestrial TV only; rates for Cable TV and/or radio, cinema, and events are to be costed separately

*FA Production is to be costed separately; final output to be determined following the final approved budget

* Full scope for Print Production to be determined.

SUBMITTED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>L. Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director		
APPROVED BY: <i>Nina Posadas</i> NINA POSADAS VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS		