

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : TOYOTA MOTOR PHILIPPINES CORPORATION  
**BRAND** : Toyota  
**PROJECT** : TMP PIMS Print Materials & ASC (Addendum)  
**CE. NO.** : TOYOTA-2024-0044  
**DATE** : 23 October 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
<b>I</b> <b>ASC APPLICATION (SPECIAL S1 &amp; S2)</b> <ul style="list-style-type: none"> <li>ASC permit fees - 1x, Print Ad - Php 30,800 per print material with same design</li> <li>Advancing fee (15% of permit fee) - Php 4,620</li> <li>Application Fee - Php 5,000</li> </ul>	40,420.00		40,420.00
<b>II</b> <b>PIMS Print Placement - MB and PDI Jr Spread Creation, Conceptualization, Cascade and FA</b> <ul style="list-style-type: none"> <li>Material Creation - 12hrs/material at Php 3500/hr, total of 24hrs - Php 84,000</li> <li>FA - 4hrs/material at Php 3500/hr, total of 8hrs - Php 28,000</li> </ul>	112,000.00		112,000.00
<b>SUB TOTAL</b>	<b>152,420.00</b>	<b>0.00</b>	<b>152,420.00</b>
<b>11.65% ASF</b>			<b>17,756.93</b>
<b>12% VAT</b>			<b>20,421.23</b>
<b>GRAND TOTAL</b>	<b>152,420.00</b>	<b>0.00</b>	<b>190,598.16</b>

**TERMS** : Check Releasing Bank: Metrobank Check Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

PREPARED BY: <b>Love Rosas</b> Account Director			
NOTED BY: <b>Reginne Cabanban</b> Managing Partner			
APPROVED BY: <b>Yanni Alvarez</b> Digital Marketing Specialist	APPROVED BY: <b>Juan Carlos Gaon</b> Supervisor, Digital Marketing	APPROVED BY: <b>Andy Ty</b> Assistant Vice President	APPROVED BY: <b>Elvin Luciano</b> Vice President, Marketing Services Department