

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : TOYOTA MOTOR PHILIPPINES CORPORATION  
**BRAND** : Kinto  
**PROJECT** : Kinto Media Plan 1  
**CE. NO.** : TOYOTA-2025-0041  
**DATE** : 06 May 2025

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 META PLACEMENTS</b> -Target filter:25-60 y/o , MF, PH INTERESTS :Entrepreneurship, Small and medium enterprises, Business, Toyota, Car rentals, Enterprise Rent-A-Car or Avis Rent a Car System   INDUSTRY:Medium business-to-business enterprise employees (200 - 500 employees), Small business-to-business enterprise employees (10-200 employees), Large business-to-business enterprise employees (500+ employees), Business Decision Makers, Management or Transportation and Moving  <b>YOUTUBE ADS</b> -25-64 y/o , MF, PHIN MARKET : Car Rental, ToyotaLIFE EVENTS: Business Creation  <b>GOOGLE SEM</b> -25-64 y/o , MF, PHBranded/Generic/Competitive Keywords <b>SUB TOTAL</b>	1,808,089.82		1,808,089.82
<b>11.675% ASF</b>			211,094.49
<b>12% VAT</b>			242,302.12
<b>GRAND TOTAL</b>	1,808,089.82	0.00	2,261,486.42

**TERMS :**

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

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