

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT INC.
BRAND : PLDT Enterprise
PROJECT : 2025 Committed To Your Success Tech Week PH Media Placements
CE. NO. : PLDT Enterprise OOS 2025-05
DATE : 21 January 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634

 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I Insider PH (Media Launch) <ul style="list-style-type: none"> Development of one (1) native article in Insider with brand and agency clearance <i>Up to two (2) revisions max for article</i> One (1) social media posting of the published article <p><i>Note: Photo(s) to be provided by the client</i></p>	305,882.35		305,882.35
II CDN Digital (Media Launch) <ul style="list-style-type: none"> Development of one (1) native article in CDN Digital with brand and agency clearance <i>Up to two (2) revisions max for article</i> One (1) social media posting of the published article <p><i>Note: Photo(s) to be provided by the client.</i></p>	83,529.41		83,529.41
III Inquirer.net (Media Launch) <ul style="list-style-type: none"> Development of one (1) native article in Inquirer.net with brand and agency clearance <i>Up to two (2) revisions max for article</i> One (1) social media posting of the published article <p><i>Note: Photo(s) to be provided by the client.</i></p>	382,352.94		382,352.94
IV SunStar Philippines Online through Sunstar Davao (Media Launch) <ul style="list-style-type: none"> One (1) Native article in SunStar Philippines Online (with agency and client approval) <i>Up to two (2) revisions max for article</i> One (1) social media posting of the published article One (1) Half page print placement in SunStar Davao <p><i>Note: Photo(s) to be provided by the client.</i></p>	53,529.41		53,529.41

V	ABS-CBN News Online - (Coverage Placement in Metro Manila)	464,941.18		464,941.18
	<ul style="list-style-type: none"> • Attendance on actual grounds tech week one (1) day • One (1) Native article in ABS-CBN News Online (with agency and client approval) <i>Up to two(2) revisions max for article</i> • One (1) social media posting of the published article <p><i>Note:Photo(s) to be provided by the client for backup use. Media still to provide photos</i></p>			
VI	SunStar Philippines Online through Sunstar Davao - (Coverage Placement in Davao City)	53,529.41		53,529.41
	<ul style="list-style-type: none"> • Attendance on actual grounds tech week - one (1) day • One (1) Native article in SunStar Philippines Online (with agency and client approval) <i>Up to two (2) revisions max for article</i> • One (1) social media posting of the published article • One (1) Half page print placement in SunStar Davao <p><i>Note:Photo(s) to be provided by the client for backup use. Media still to provide photos</i></p>			
VII	SunStar Philippines Online through Sunstar Cebu -(Coverage Placement in Cebu City)	53,529.42		53,529.42
	<ul style="list-style-type: none"> • One (1) Native article in SunStar Philippines Online (with agency and client approval) <i>Up to two (2) revisions max for article</i> • One (1) social media posting of the published article • One (1) Half page print placement in SunStar Cebu <p><i>Note:Photo(s) to be provided by the client for backup use. Media still to provide photos</i></p>			
	SUB TOTAL	1,397,294.12	0.00	1,397,294.12
	12% VAT			167,675.29
	GRAND TOTAL	1,397,294.12	0.00	1,564,969.41

TERMS :

Work will not commence without securing the fully signed CE and approved PO. Cost indicated is inclusive of withholding tax, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of PHP 1,564,969.41(vat inclusive) within 30 days upon receipt of its official invoice.

SUBMITTED BY:  Jam Sison Account Manager	PREPARED BY:  Jam Sison Account Manager	VERIFIED BY:  Mark Josef Dolor Account Director
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Mark Josef Dolor Account Director	NOTED BY:  Tere Isla Group Account Director

APPROVED BY:

Reanne Borines

Senior Brand Communications Specialist



APPROVED BY:

Rachel Ann D. Tablante

Center Head, Enterprise Marketing Communications

