

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : ROCKWELL LAND CORPORATION
 BRAND : Rockwell Land - IPI Center Residences
 PROJECT: : Bacolod & Cebu Project - IPI Resi
 CE. NO. : ROCKWELL LAND-2025-0003
 DATE : 20 August 2025

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

SERVICE	NET	VAT	TOTAL
I A. Account Servicing Project Management <ul style="list-style-type: none"> • Handling and management of clients' directions. • Coordination for creative and executions development. • Project management for creative development. • Duration: 5 months. 	25,000.00	3,000.00	28,000.00
II B. Creative Deliverables <i>Key Visual x 1</i> <ul style="list-style-type: none"> • Key Visual for all properties, inclusive of headlines and descriptions, a visual design system with usage guidelines. • Max. of 3 major revisions each on the KV Headline. • Final output inclusive of highresolution layered file (exclusive of FA). 	100,000.00	12,000.00	112,000.00
III <i>Dynamic Social Posts x 1</i> <ul style="list-style-type: none"> • Conceptualization for dynamic posts (GIF/animation or simple video edit of existing footage) for publishing on FB/IG, max. of 15s per output. • Visuals to be based on KV guidelines and using of existing assets. • Not inclusive of stock image or video fees. • Max. of 3 major revisions per social post. 	40,000.00	4,800.00	44,800.00
IV <i>Static Social Posts x 3</i> <ul style="list-style-type: none"> • Static posts with headlines for publishing on FB/IG. • Visuals to be based on KV guidelines. • Not inclusive of stock image fees. • Max. of 3 major revisions per social post. 	60,000.00	7,200.00	67,200.00
SUB TOTAL	225,000.00	27,000.00	252,000.00
GRAND TOTAL	225,000.00	27,000.00	252,000.00

TERMS : 30 DAYS FROM RECEIPT OF INVOICE

NOTED BY:

John Lucas

Managing Director

APPROVED BY:

Samantha Joyce Castillo

Vice President for Marketing