

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.  
 BRAND : Bro  
 PROJECT: : PLDT Home EAT Creative Development  
 CE. NO. : SMART-SMART COMMUNICATIONS-2023-0041rev1  
 DATE : 29 September 2023








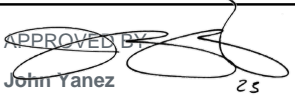
16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
 Fax: 8856-9316

	SERVICE	NET	VAT	COST IN PHP
I	<b>KV CONCEPT</b> Creation of key visual	157,000.00	18,840.00	<b>175,840.00</b>
II	<b>KV FA PRODUCTION COST</b> - FA of KV - Fifteen (15) hours @ Php3,500 per hour (net) - Stockphotos for purchase Php30,000 net	182,500.00	21,900.00	<b>204,400.00</b>
III	<b>BOOTH BANNER</b> - Cascade of KV to booth bannr, includes FA	148,500.00	17,820.00	<b>166,320.00</b>
IV	<b>LAMP POST BANNER</b> - Cascade of KV to 3x lamp post banners, includes FA	255,180.00	30,621.60	<b>285,801.60</b>
V	<b>BILLBOARD</b> - Cascade of KV to billboard (static & LED), includes FA	241,999.00	29,039.88	<b>271,038.88</b>
VI	<b>FLYER / DETAILER</b> - Cascade of KV to flyer/detailer with back page, includes FA	230,730.90	27,687.71	<b>258,418.61</b>
VII	<b>LAYERED FILE</b> - Turnover of layered file, 2x layered files	150,000.00	18,000.00	<b>168,000.00</b>
VIII	<b>CREATIVE CONCEPT FEE</b> - Creation of concepts & executions	350,000.00	42,000.00	<b>392,000.00</b>
IX	<b>ASC APPLICATION &amp; PROCESSING FEE</b> - 19x applications, mix of Moving and Static, includes Special Screening for TVC options	157,420.00	18,890.40	<b>176,310.40</b>
X	<b>ACCOUNT MANAGEMENT &amp; CLIENT SERVICING FEE</b> On items number I, II, III, IV, V, VI, VII, VIII, IX	280,999.49	33,719.94	<b>314,719.42</b>
	<b>SUB TOTAL</b>	<b>2,154,329.39</b>	<b>258,519.53</b>	<b>2,412,848.91</b>
	<b>GRAND TOTAL</b>	<b>2,154,329.39</b>	<b>258,519.53</b>	<b>2,412,848.91</b>

## TERMS :

Penalty charges of 2% will be added per month on the unpaid amount, until fully paid.

The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45) days after the due date.

SUBMITTED BY:  <b>Miguel Sevilla</b> Account Director	PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst	
NOTED BY:  <b>Diane Chua</b> Managing Director			
APPROVED BY:  <b>Miguel Ruffy</b>	APPROVED BY:  <b>Ana May Jovellanos</b>	APPROVED BY:  <b>Adrian Azana</b>	APPROVED BY:  <b>John Yanez</b> <i>zs</i>