

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : SMART COMMUNICATIONS, INC.  
**BRAND** : Smart Prepaid and TNT  
**PROJECT** : Smart Power All 99 and TNT Affordalloads Tokens  
**CE. NO.** : SMART PR OOS-2022-08  
**DATE** : 15 July 2022

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 856-7888  
 Fax: 856-9316

	SERVICE	NET	VAT	TOTAL
I	<b>Engagement with the following media:</b> <b>Smart PowerAll 99 media (2,000 each)</b> 1. Manila Bulletin - Robert Requentina 2. Business Mirror - Ed Uy 3. Manila Standard - Nicki Wang 4. Malaya Business Insight - Ghie Trillana 5. GMA News Online - Ronald Jayme 6. Daily Tribune - Dinah Ventura 7. Manila Times - Jing Garcia 8. YugaTech - Louie Diangson 9. Gizguide - Peter Icogo 10. Unbox.PH - John Nieves 11. Gadgets Magazine - Maribelle Alba 12. Gadget Pilipinas - Emman Tortoza 13. Hungrygeeks - Chester Labaco 14. GadgetMatch - Rodneil Quiteles 15. Manila Shaker - Rona Genovia	45,882.35	5,505.88	<b>51,388.23</b>
II	<b>TNT Affordalloads (2,000 each)</b> 1. Manila Bulletin - Robert Requentina 2. Business Mirror - Ed Uy 3. Manila Standard - Nicki Wang 4. Malaya Business Insight - Ghie Trillana 5. Daily Tribune - Dinah Ventura 6. Manila Times - Tessa Arriola 7. Yugatech - Louie Diangson 8. Gizguide - Peter Icogo 9. Unbox.PH - John Nieves	70,352.94	8,442.35	<b>78,795.29</b>

- 10. Gadgets Magazine - Maribelle Alba
- 11. LionhearTV - Richard Paglicawan
- 12. Pilipino Star Ngayon - Salve Asis
- 13. Abante - Dondon Serminio
- 14. Tempo - Nestor Cuartero
- 15. People's Tonight - Ian Farinas
- 16. People's Journal - Eugene Asis
- 17. ABS-CBN News Online - Karl Cedrick Baco
- 18. TV5 - Von Belinario

TNT Affordalloads (1,000 each)

- 19. Starmometer - Edsel Roy
- 20. Showbiznest - Jeng Bauto
- 21. Kumagcow - John Bueno
- 22. Flow - Flowell Galindez
- 23. Wazzup - Ted Claudio
- 24. My-Juicy.net - Jerhwin Hernandez
- 25. Village Pipo! - Josh Austria
- 26. Orange Magazine - Jeman Villanueva
- 27. Chikkaness Avenue - Albert Abelido
- 28. Random Republika - Kate Adajar





<b>SUB TOTAL</b>	<b>116,235.29</b>	<b>13,948.23</b>	<b>130,183.52</b>
<b>GRAND TOTAL</b>	<b>116,235.29</b>	<b>13,948.23</b>	<b>130,183.52</b>

**TERMS :**

**NOTES:**

Work will not commence without securing the WBS/FYA code and fully signed CE.

Cost indicated is inclusive of withholding tax, advancing, and management fees.

SUBMITTED BY:  <b>Angel Centeno</b> Account Manager		PREPARED BY:  <b>Angel Centeno</b> Account Manager		VERIFIED BY:  <b>Flordeliza A. Dela Cruz</b> Finance	
NOTED BY:  <b>Bobby T. Vito</b> Managing Director			NOTED BY:  <b>Tere A. Isla</b> Group Account Director		
APPROVED BY:  <b>Kaye Losorata</b> Manager, Smart Marketing PK			APPROVED BY:  <b>Lawrence de Guzman</b> Manager, Smart Marketing PR		