




PRODUCTION & CREATIVE SERVICES COST ESTIMATE






CLIENT : SMART COMMUNICATIONS, INC.
BRAND : Smart Infinity
PROJECT : Infinity x Hamilton PR Efforts
CE. NO. : SMART PR OOS 2023-15
DATE : 12 September 2023

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

SERVICE	NET	VAT	TOTAL
I Seeding Budget for the Following Publications for the Launch PR (September 18) <ul style="list-style-type: none"> • Tatler • Lifestyle Asia • Vogue Ph • Philippine Star • Inquirer • Manila Bulletin • Business World • Business Mirror • Manila Standard • Malaya Business Insight • Daily Tribune 	451,176.47		451,176.47
2 Online Advertorials With Tatler <ul style="list-style-type: none"> • 500 Words (extended pieces 700+ words subject to surcharge) • Concept, Slant, and Writing by Tatler • Brief and images to be supplied by the client • (2) Revision Rounds and (1) Final Approval Before Publishing • Publishing on www.tatlerasia.com • Sharing on Tatler's Facebook Page • Selection of photos will be under Tatler's discretion • OUTPUT FOR: Cast Visit and Gala Night for Infinity Members 			
SUB TOTAL	451,176.47	0.00	451,176.47
12% VAT			54,141.18
GRAND TOTAL	451,176.47	0.00	505,317.65

PREPARED BY:  Mark Josef Dolor Senior Account Manager	
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Tere Isla Group Account Director

<p>APPROVED BY: Kaye Losorata Smart Communications, Inc.</p> 	<p>APPROVED BY: Lawrence De Guzman Smart Communications, Inc.</p> 	<p>APPROVED BY: Ruth Coloma AVP/Brand Head for Smart Infinity</p> 
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