

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.  
 BRAND : Smart  
 PROJECT: : Seeding Tokens  
 CE. NO. : SMART PR OOS 2024-0012  
 DATE : 15 October 2024

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







SERVICE	NET	VAT	TOTAL
I. Seeding Tokens (60 pax)	234,650.00		234,650.00
Media List creation			
Distribution Strategy			
Coordination with the approved Media List			
Sending Tokens of tokens to the approved media list			
Documentation			
<b>SUB TOTAL</b>	<b>234,650.00</b>	<b>0.00</b>	<b>234,650.00</b>
12% VAT			28,158.00
<b>GRAND TOTAL</b>	<b>234,650.00</b>	<b>0.00</b>	<b>262,808.00</b>

**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. PHP262,808.00 within 30 days upon receipt of its official invoice.

SUBMITTED BY:  <b>Jam Sison</b> Account Manager	PREPARED BY:  <b>Jam Sison</b> Account Manager
NOTED BY:  <b>Bobby T. Vito</b> Managing Director	NOTED BY:  <b>Mark Josef Dolor</b> Account Director
APPROVED BY:  Kaye Losorata/ Lawrence De Guzman Smart Marketing PR.	APPROVED BY:  <b>Raymond Anthony T. Samarista</b> VP and Head of Marketing Services Operations

**MEDIA THANKSGIVING TOKENS**

	<b>PUBLICATION</b>	<b>MEDIA REPRESENTATIVE</b>	<b>AMOUNT</b>
<b>BROADSHEET</b>			
1	The Philippine Star	Jayvee Fernandez	3,000
2	Manila Bulletin	Art Samaniego	3,000
3		Bobby Requintina	3,000
6	The Manila Times	Tessa Arriola	3,000
7	Manila Standard	Riera Mallari	3,000
8		Edgard Hilario	2,000
9		April Salazar	2,000
10		Nickie Wang	3,000
11	Malaya Business Insight	Gie Trillana	3,000
12	Daily Tribune	Dinah Ventura	3,000
13	Business Mirror	Edwin Sallan	3,000
14		Ed Uy	3,000
<b>TABLOIDS</b>			
15	Hataw	Maricris Nicasio	2,000
16	Pilipino Star Ngayon	Salve Asis	2,000
17	Journal News	Ian Farinas	2,000
18	Bulgar	Reggee Bonoan	2,000
19	Inquirer Bandera	Ervin Santiago	2,000
20	People's Balita	Rohn Romulo	2,000
21	Abante	Dondon Sermino	2,000
<b>ONLINE NEWS SITES</b>			
22	Rappler	Bea Cupin	2,000
23		Angelo Gonzales	2,000
24		Jasmine Payo	2,000
25	ABS-CBN News Online	Vlad Bunoan	2,000
26	GMA News Online	Lou Albano	2,000
27	News5	Von Belinario	2,000
28	Interaksyon	Rosette Adel	2,000
29	When in Manila	Sky Gavin	2,000
<b>BROADCAST</b>			
31	TV5	MJ Marfori	3,000
<b>PUBLICATION PARTNERS</b>			
32	Inquirer	Anj Marciano	1,500
33	Philstar.com	Mike Maneze	1,500
34	Rappler	GB Mauricio	1,500
35	BusinessWorld	Andrew Tan	1,500
36	Pilipino Star Ngayon	Dem de Jesus	1,500
37	Summit Media	JJ Javier	1,500
<b>TECHNOLOGY</b>			
38	Gadgets	Ren Alcantara	2,000
39	YugaTech	Abe Olandres	2,000
40	GadgetMatch	Rodneil Quiteles	2,000
41	GizGuide	Peter Icogo	2,000
42		Neil Jimenez	2,000
43		John Nieves	2,000
44	Gadget Pilipinas	Gian Viterbo	2,000
45	HungryGeeks	Eason de Guzman	2,000
46	Technobaboy	Bryan Rilloraza	2,000
47	Digital Reg	Reggie Ramos	2,000
48	2nd Opinion	Manny delos Reyes	2,000
49	Unbox.ph	Duey Guison	2,000
50	Gadget Pilipinas	Ram Ronquillo	2,000
51		Emman Tortoza	2,000
52	HungryGeeks	Chester Labaco	2,000
53	Tech Patrol	Raffy Pedrajita	2,000
54	AdoboTech	Bam Amor	2,000
55	The Fanboy SEO	Earl Maghirang	2,000
56	Gizmo Manila	Jonathan Nava	2,000
57	Ron not the DJ	Ron Barbaza	2,000
58	Teknogadyet	Anjie delos Reyes	2,000
59	Tech Pinas	Mark Macanas	2,000
60	Jam Online	Ciara Alarcon	2,000
61	Pinoy Metro Geek	Ian Fuentes	2,000
62	Ungeek	Colin Chan	2,000
63	BackEnd News	Marlet Salazar	2,000
64	Woman in Digital	Marjorie Uy	2,000
65	Ignition	Mika David	2,000
66	Ilonggo Tech Blog	Adrian Gemora	2,000
67	Speed	Katrina Diga	2,000
68		Mia Morales	2,000
69	Gadget Gambit	Jonel Uy	2,000
70	Balastech	Dante Bisais	2,000
71	Walastech	Carl Lamiel	2,000

72	Gadget Sidekick	Richmond Tan	2,000
73	TipsGeeks	Willy Nacional	2,000
74	Techbeat	Christian Pena	2,000
<b>LIFESTYLE / ENTERTAINMENT</b>			
75	eLifestyle Manila	Eli Villagonzalo	2,000
76	Lemongreentea PH	Lou Ventigan	2,000
80	Manila Republic	Gabriel Diaz	2,000
82	Corner Magazine	Allan Balmaceda	2,000
83	Orange Magazine	Jeman Villanueva	2,000
84	Megabites	Raymund Ravanera	2,000
86	Starmometer	Edsel Roy	2,000
87	Showbiznest	Jeng Bauto	2,000
88	<a href="http://Wazzup.ph">Wazzup.ph</a>	Ted Claudio	2,000
91	Dot Daily Dose	Lucky Magno	2,000
93	Digital Pogi	Ryan San Juan	2,000
94	Metropoler	Andrew Evaristo	2,000
95	Digital Filipina	Karina Ramos	2,000
96	Out of Town	Melo Villareal	2,000
99	Snapped and Scribbled	Roselle Toledo	2,000
		<b>SUBTOTAL</b>	<b>180,000</b>
		<b>CASH IN/TRANSFER FEE</b>	<b>500</b>
		<b>ADVANCING FEE</b>	<b>27,075</b>
		<b>MANAGEMENT FEE</b>	<b>27,075</b>
		<b>TOTAL (VAT EX.)</b>	<b>234,650</b>