

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
 BRAND : Smart Infinity
 PROJECT: : MVP Cup
 CE. NO. : SMART PR OOS 2024-01
 DATE : 31 January 2024

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

SERVICE	NET	VAT	TOTAL
I Tatler+ Advertorial with Standard Social Media Package	328,823.53		328,823.53
<ul style="list-style-type: none"> • 500 Words (extended pieces 700+ words subject to surcharge) • Concept, Slant, and Writing by Tatler • Supplied Media - photos and brief to come from client • (1) Revision Round and (1) Final Approval Before Publishing on www.tatlerasia.com • Sharing to Tatler's Facebook Page • 1 day on ground coverage (writer only) 			
One (1) Instagram Grid Post			
<ul style="list-style-type: none"> • (1) to (10) High Resolution Photos in JPEG (No less than 2MB; Same Format/Orientation: All Vertical, Horizontal or Square) • Product Description • Instagram Accounts to be tagged and Hashtag/s 			
Three (3) Instagram Stories			
<ul style="list-style-type: none"> • (3) High Resolution Photos (All Vertical) • Call to Action: Link to external website • Instagram Handles to be Tagged and Hashtags (if any) • Caption creation by Tatler • All photos must not contain logos/text. 			
Exclusion:			
<ul style="list-style-type: none"> • <i>On-ground photographer</i> • <i>Boosting budget</i> 			
SUB TOTAL	328,823.53	0.00	328,823.53
12% VAT			39,458.82
GRAND TOTAL	328,823.53	0.00	368,282.35








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.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of 368,282.35 (vat inclusive) within 30 days upon receipt of its official invoice.

SUBMITTED BY:  Jam Sison Account Manager	PREPARED BY:  Mark Josef Dolor Account Director	
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Tere Isla Group Account Director	
APPROVED BY:  Kaye Losorata Smart Communications, Inc	APPROVED BY:  Lawrence De Guzman Smart Communications	APPROVED BY:  Ruth Coloma Smart Communications, Inc.