

PRODUCTION & CREATIVE SERVICES COST ESTIMATE









CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
BRAND : Toyota
PROJECT : Toyota Choice Launch KV and Cascades
CE. NO. : TOYOTA-2025-0045rev2
DATE : 26 June 2025

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

	SERVICE	NET	VAT	COST IN PHP
I	LOGO DESIGN Creation of 1x Toyota Choice logo and 4x pillar logos Manhours: 42 hours @ Php 3,500 Net	147,000.00		147,000.00
II	MAIN KV CREATION Creation of Main KV. Inclusive of digital FA. Manhours: 10 hours @ Php 3,500 Net	35,000.00		35,000.00
III	PILLAR KV CREATION Creation of 4x Pillar KVs. Inclusive of digital FA. Manhours: 43 hours @ Php 3,500 Net	150,500.00		150,500.00
IV	MAIN KV CASCADES V1 Cascade of Main KV to v1 banners and website tiles. Manhours: 8 hours @ Php 3,500 Net	28,000.00		28,000.00
V	MAIN KV CASCADES V2 Cascade of Main KV to v2 banners. Manhours: 15 hours @ Php 3,500 Net	52,500.00		52,500.00
VI	WEBPAGE COPY Writing of copy for Toyota Choice webpage Manhours: 4 hours @ Php 3,500 Net	14,000.00		14,000.00
VII	STOCK PHOTOS Licensing of stock photos for digital use. - Total of 3 stock photo images - Cost per image @ USD 65 - Forex: USD 1 = PHP 61.69 (BSP rate as of June 26, 2025)	12,029.55		12,029.55
VIII	LAYERED FILES Turnover of 7x layered files.	35,000.00		35,000.00

IX	ASC APPLICATION	48,960.00		48,960.00
	Inclusive of:			
	- 1x Special Screening (Php 30,800)			
	- Advancing Fee (Php 6,160)			
	- Processing Fee (Php 5,000)			
	- Certification letter writing (Php 7,000 for 2 manhours)			
	SUB TOTAL	522,989.55	0.00	522,989.55
	11.675% ASF			61,059.03
	12% VAT			70,085.83
	GRAND TOTAL	522,989.55	0.00	654,134.41

TERMS : Check Releasing Bank: MetrobankCheck Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

SUBMITTED BY:  Miguel Sevilla Account Director				
NOTED BY:  Reginne Cabanban Managing Partner				
APPROVED BY:  Monique Galza Group Head	APPROVED BY:  Michelle De Guzman Brand Management	APPROVED BY: Andrew Ryan M.  Assistant Vice President, Marketing Services Department	APPROVED BY: EL Elvin Luciano Vice President, Marketing Services Department	APPROVED BY:  Elijan-Marcial First Vice President, VSO