

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION  
 BRAND : Toyota Choice  
 PROJECT : Toyota Choice - KV Revisions and Cascades  
 CE. NO. : TOYOTA-2025-0065  
 DATE : 15 August 2025

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

|     | SERVICE   | NET               | VAT              | TOTAL             |
|-----|---|-------------------|------------------|-------------------|
| I   | <b>MAIN AND PILLAR KV REVISIONS</b><br>Use shoot images and apply client comments<br>70 manhours @ Php 3,500 Net.           | 245,000.00        | 29,400.00        | <b>274,400.00</b> |
| II  | <b>MAIN KV YEARBOOK CASCADE</b><br>1x Yearbook Ad Print<br>20 manhours @ Php 3,500 Net<br>Inclusive of FA                   | 70,000.00         | 8,400.00         | <b>78,400.00</b>  |
| III | <b>MAIN AND PILLAR KV DEALER CASCADES</b><br>Poster, Vertical, and Horizontal Dealer Banners<br>16 manhours @ Php 3,500 Net | 56,000.00         | 6,720.00         | <b>62,720.00</b>  |
| IV  | <b>LAYERED FILES</b><br>Turned over 23x layered files   | 115,000.00        | 13,800.00        | <b>128,800.00</b> |
| V   | <b>ASC APPLICATION</b><br>Inclusive of 1x Regular Screening (Php 840)<br>Processing Fee (Php 5,000)                         | 5,840.00          | 700.80           | <b>6,540.80</b>   |
| VI  | <b>11.675% ASF</b>  | 57,422.32         | 6,890.68         | <b>64,313.00</b>  |
|     | <b>SUB TOTAL</b>  | <b>549,262.32</b> | <b>65,911.48</b> | <b>615,173.80</b> |
|     | <b>GRAND TOTAL</b>  | <b>549,262.32</b> | <b>65,911.48</b> | <b>615,173.80</b> |

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

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|--|---|---|--|--|
| SUBMITTED BY:<br><b>Jose Rizalino II Roxas</b><br>Senior Account Manager |   | VERIFIED BY:<br><b>Reginne Cabanban</b><br>Managing Partner   |  |  |
| NOTED BY:<br><b>Miguel Sevilla</b><br>Account Director                   |   |   |  |  |
| APPROVED BY:<br><b>Monique Galza</b><br>Group Head                       | APPROVED BY:<br><b>Michelle de Guzman</b><br>Brand Management | APPROVED BY:<br><b>Andrew Ryan M. Ty</b><br>Assistant Vice President,<br>Marketing Services<br>Department | APPROVED BY:<br><b>Elvin Luciano</b><br>Vice President, Marketing<br>Services Department | APPROVED BY:<br><b>Elijah Marcial</b><br>First Vice President, VSO |