

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
 BRAND : Toyota HEV
 PROJECT: : TMP Marketing KV & ASC
 CE. NO. : TOYOTA-2025-0019
 DATE : 27 February 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			
Toyota Beyond Zero Marketing KVs x 4	947,000.00		947,000.00
1. Marketing KV Revisions (20 versions) and FA - 265hours at Php 3500/hr total of Php927,000 Placement: Youth KV for placement in Vogue PH, Master & Family KVs for Jr. Centerspread for Philstar and PDI, Master & Family KVs for half page PDI, Philstar and Manila Bulletin, Master KV conversion to animated OOH for Ayala LED			
2. Layered files x 4 - Php 20,000			
II			
Stock Image x 10 images - Premier All Media License	85,902.00		85,902.00
\$1,390 * Php 61.80 = Php 85,902			
III			
ASC Application	43,880.00		43,880.00
Permit Fee: 1x, Print Ad for Vogue - Php 30,800 per print material, 1x Animated OOH for Ayala LED - Php 3,080 per material			
Processing fee (application x 2) - Php 10,000			
SUB TOTAL	1,076,782.00	0.00	1,076,782.00
11.65% ASF			125,445.10
12% VAT			144,267.25
GRAND TOTAL	1,076,782.00	0.00	1,346,494.36

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

PREPARED BY: Kaye Rosas Mona Group Account Director			
NOTED BY: Reginne Cabanban Managing Partner			
APPROVED BY: M. De Gusman Manager, Brand Management	APPROVED BY: A. Ty Assistant Vice President	APPROVED BY: E. Luciano Vice President, Marketing Services Department	APPROVED BY: E. Marcial VSO Marketing Head