

**EDITORIAL & MEDIA RELATIONS
SERVICES COST ESTIMATE**



A 100% Group Company

RIPPLES

16F Two World Squar, 22 Upper McKinley Road, McKinley Hill,
Fort Bonifacio, Taguig City, Philippines
Tel. No. : 8856-7888, Fax No. : 8856-9316

CLIENT: **ULTRAWELL OPC**

PROJECT: **yoboo Editorial and Media Relations Support**

C.E. NO.: **yoboo-PR-2024-01**

DATE: **15 April 2024**

**EDITORIAL AND MEDIA RELATIONS PR SUPPORT
(1-MONTH ENGAGEMENT)**

- I. EDITORIAL AND SEEDING SUPPORT**
Content development, seeding, and monitoring for one (1) press release.
> Maximum of **three (3) revisions** after first draft pass.
> Daily media monitoring alerts
> Minimum of eight (8) earned and quality pickups for the 1-month engagement period
> Post-event report and monthly monitoring reports w/ pickups and PR values.
- II. MEDIA RELATIONS BUDGET**
> Coordination and delivery of yoboo samples to 85-90 media
> Inclusive of manpower, transportation, toll fees, and miscellaneous costs

GRAND TOTAL

PAYMENT TERMS:

50% downpayment to be released 15 days from the receipt of the invoice
50% balance to be paid upon completion of the project (15 days from May 29, 2024)

	NET COST Php	VAT Php	GROSS COST Php
I. EDITORIAL AND SEEDING SUPPORT	67,031.76	8,043.81	75,075.58
II. MEDIA RELATIONS BUDGET	51,060.00	6,127.20	57,187.20
GRAND TOTAL	118,091.76	14,171.01	132,262.78

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