

**EDITORIAL & MEDIA RELATIONS
SERVICES COST ESTIMATE**



A DOB Group Company

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

CLIENT: **East West Bank**
PROJECT: **Dream Run Media Management (Davao and Cebu)**
C.E. NO.: **BMCC-PR-2025-07**
DATE:

6	March	2025
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MEDIA MANAGEMENT FOR THE TWO (2) LEGS OF DREAM RUN 2025	NET COST Php	VAT Php	GROSS COST Php
I. DAVAO <u>Inclusions:</u> > Pre-event media mobilization and online management of 10-15 media outlets for one (1) event in Davao > Online management and facilitation during and after the event > Transportation for 10-15 media (van rental and reimbursements) <u>Key Performance Indicators:</u> > Minimum of 10 media (headcount) > 60% of the minimum number of media attendees or 6 PR pickups	209,359.50	25,123.14	234,482.64
II. CEBU <u>Inclusions:</u> > Pre-event media mobilization and online management of 10-15 media outlets for one (1) event in Cebu > Online management and facilitation during and after the event > Transportation for 10-15 media (van rental and reimbursements) <u>Key Performance Indicators:</u> > Minimum of 10 media (headcount) > 60% of the minimum number of media attendees or 6 PR pickups	209,359.50	25,123.14	234,482.64
RATE CARD COST	418,719.00	50,246.28	468,965.28
NEGOTIATED COST	310,719.00	37,286.28	348,005.28
SAVINGS	108,000.00	12,960.00	120,960.00

PAYMENT TERMS:
Payment to be released 15 days from the receipt of invoice.

PREPARED BY: SHANE TORRES NOTED BY: JED BALATBAT	NOTED BY: MICH OPLE NOTED BY: BOBBY VITO	APPROVED BY: Norman Martin C. Reyes SVP and Head of Marketing and Cash Management Division APPROVED BY:
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