

# MANILA BULLETIN

## PR PROJECT COST-ESTIMATE

**Client:** Development Bank of the Philippines  
**Project:** PR project  
**Project Duration:** 3 months

**Date:** Mar 7, 2023

PARTICULARS	COST
<u>PUBLICITY PLAN DEVELOPMENT AND IMPLEMENTATION</u> <ul style="list-style-type: none"> <li>- Updating/Tweaking of 2 PR articles</li> <li>- Media coordination for the fulfillment of publicity requirements.</li> <li>- Distribution of the PR articles and client information sheet to target media.</li> <li>- Client servicing and correspondences for matters pertaining to project deliverables.</li> <li>- Preparation of update report/s and final project report.</li> </ul>	<b>Php 450,000.00</b>
<u>MEDIA RELATIONS AND PUBLICITY OUTPUT</u> <ul style="list-style-type: none"> <li>- Seeding of PR articles to yield <b>total of 8 releases</b> spread across project duration and Op-Ed exposure to yield <b>2 releases per month for a total of 6 Op-Ed exposures.</b> Breakdown as follows: March (2 PR releases ; 2 Op-Ed exposures) ; April (3 PR releases ; 2 Op-Ed exposures) ; May (3 PR exposures ; 2 Op-ed exposures)</li> <li>- Type of exposures: for Op-Ed exposures (Column mention/inclusion) ; for PR seeding (Accommodation of the seeded article)</li> <li>- Target Media: Manila Bulletin, Phil.Daily Inquirer or Philippine Star, Business World, Business Mirror, Manila Standard Today, World News, Chinese Commercial News, United Daily news, Manila Times, interaksyon.com, philippinesgraphic.com</li> </ul>	
TOTAL REGULAR COST	Php 450,000.00
12% VAT	Php 54,200.00
<b>TOTAL FINAL COST</b>	<b>Php 504,000.00</b>

### TERMS AND CONDITIONS:

- Signed Cost Estimate serve as contract between Client & Manila Bulletin Publishing Corporation
- Payment Terms:
  - Monthly payment 15 days upon receipt of billing invoice ; Billing invoice to be issued upon completion of monthly deliverables.
- Please make checks payable to **MANILA BULLETIN PUBLISHING CORPORATION.**

Prepared by:

Noted by:

Conforme:

**SIGNED**

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**SIGNED**

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**SIGNED**

Michael D. Torres  
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 Development Bank of the Philippines