



ADVERTISING CONTRACT

Chino Roces Avenue (Pasong Tamo)
Corner Yague & Mascardo Streets
City of Makati, Philippines
Tel. (632) 897-8808 / 897-4762 to 84
Fax. (632) 890-5535 Advertising
+63 119 000 803-817-800

Date: January 22, 2024

This will authorize the PHILIPPINE DAILY INQUIRER to publish the advertisement of:

Advertiser: Development Bank of the Philippines

Product:

Address: DBP Head Office, Sen. Gil Puyat corner Makati Avenue, Makati City

Tel. Nos: 8893-6743

Based on the following specifications/instructions:

AD SIZE : One (1) Full Page Colored ad
6cols. x 17modules (29.7cms x 51cms)

TOTAL COST PER INSERTION: P300,000.00 vat inclusive

DBP 77th Anniversary Supplement Ad

Payment shall be processed upon submission of billing Statement and proof of publication.

INSERTION DATE/S: within February 2024

AD CLASSIFICATION:

DBP-CAD to advise date of publication

MODE OF PAYMENTS: Charge

For the account of:

OTHER INSTRUCTIONS:

SIGNED

POSITION IS SUBJECT FOR CONFIRMATION

Please sign the conforme and return via email

KINDLY EMAIL: agarcia@inquirer.com.ph

(Signature)
CARMELITA G. ARAGON

First Vice President

Accepted by:

Head, Corporate Affairs Department

PHILIPPINE DAILY INQUIRER

SIGNED

Special Projects Group

ADVERTISING POLICIES

The Philippine Daily Inquirer ("PDI") reserves the right:

To accept/reject advertisements in accordance with PDI's publisher policies.

To reject advertisements that are false, misleading, inaccurate, fraudulent, not in good taste, offensive, or those that fail to comply with its standards of decency and dignity or violates laws dealing with such matters as libel, intellectual property or right to privacy, among others

To reject advertisements promoting sauna and massage parlors, bord shoum and entertainment, pornography, those exploiting sex, those advertising illegal or objectionable products and services, and those that may injure the reputation of PDI

To not be bound by any condition appearing on any advertiser's or advertising agency's contracts, orders or copy instructions which conflict with publication policies

To have all advertisements identified by the trademark or signature of the advertiser. Materials which in the judgment of PDI look like or resemble editorial pages or advertisements in cartoon technique may be marked "Advertisement" or "Adv."

To not be responsible for poor production caused by material with wrong specifications or any losses or damages resulting from it

To not be liable for typographical errors, incorrect insertions or omissions in advertisements published by PDI or any losses or damages resulting from them

Materials that are not in the possession of PDI on the specified deadline will be replaced by a similarly sized PDI advertisement. The space reserved will be billed to the advertiser's and/or the advertising agency responsible for the delayed materials. Cancellations will not be accepted after the deadline.

If an advertisement contains statements or illustrations that are not deemed acceptable, and that PDI thinks should be changed or eliminated, the advertiser and/or the advertising agency will be notified. PDI will attempt to negotiate changes with the advertiser and/or the advertising agency; however, if changes cannot be negotiated, the advertisement will be declined by PDI

The advertiser and the advertising agency jointly and severally agree to indemnify, defend and hold harmless PDI, its officers, agents, and employees, from any and all claims, suits, losses, damages, costs and expenses (including legal fees) for which PDI may become liable by reason of PDI's publication of the advertisement.

PDI may change its policies at any time in its sole discretion by amending the terms of its advertising contract.

Only written complaints filed within 30 calendar days after publication shall be entertained

To subject final lay-out and copy to editorial approval.