

PROJECT COST ESTIMATE

September 4, 2025

CLIENT: PLANTERS PRODUCTS, INC.  
PROJECT: Annual Stockholders Meeting

PRINT & ONLINE


EXECUTION	INCLUSION	ISSUE DATE	PUBLISH RATE
Print Placement	• 4x16, Black & White Weekday placement in Manila Bulletin broadsheet (13.02 cms x 16 cms)	September 24 & 25, 2025 (Wednesday & Thursday) Business Section	• Rate based on <i>Php 393.00/ccm</i>
			Php 25,152.00 x 2 = <b>Php 50,304.00</b> (plus vat)
Online Advertorial	• Mirrored posting @mb.com.ph (Business Section)	September 24 & 25, 2025 (Wednesday & Thursday) Business Section online	• @80,000.00/post (regular rate)
			Php 25,000.00 x 2 = <b>Php 50,000.00</b> (plus vat)
TOTAL COST for PRINT & DIGITAL EXPOSURES			Php 100,304.00
AFFIDAVIT OF PUBLICATION (PRINT & ONLINE)			250.00
TOTAL COST			Php 100,554.00
12% EVAT			12,066.48
FINAL COST			112,620.48

Terms and Conditions:


- Signed Cost Estimate serves as contract between client and Manila Bulletin Publishing Corporation
- Payment within 15 days upon receipt of billing after publication
- Please make checks payable to MANILA BULLETIN PUBLISHING CORPORATION. Checks are considered payment only when they have been cleared and credited to the account of the MANILA BULLETIN PUBLISHING CORPORATION unless the check is certified.

Looking forward to working with you on this project.


Referred by:

  
**RORY C. PAGE**  
Special Projects Officer

Conforme:

  
**MARIA ZENaida BENEDICTO ANGPING**  
President and CEO  
**Planters Products, Inc.**  
PPI Bldg. 109 Esteban St., Legazpi Village, Makati City  
+63(2)8818 2332 local 103  
Contact: Francis Joseph Blanca  
CORPORATE AND LEGAL AFFAIRS DEPARTMENT

Noted by:

  
**SHELA SARMIENTO**  
Head – Advertising Sales

**IRISH LORENZO**  
Head - MBrand