




Project Date			Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed	
3 months	October to December 2017	December 2017	100%	January 4, 2018			TV, Radio, Event & Print Sponsorship, Invitation to BID, Out of Home, Lay-out, Design and Production of Mock-up Requirements, Jackpot Lotto Foot Ads  <b>Advertising Expenses partly charged to PSDD and CPD budget</b>  <b>See attachment</b>

  
**DEMOSTHENES D. MAGNO**  
 OIC, Department Manager

**Quarterly Reports on Government Projects/Programs/Activities**  
**Advertising Division**  
**For the 4<sup>th</sup> Quarter, CY 2017**  
**(October to December 2017)**

**Name of Agency :** Philippine Charity Sweepstakes Office

**Business Address :** Sun Plaza Bldg., 1507 Prinetone St cor. Shaw Blvd., Mandaluyong City

**Project :** MEDIA PLACEMENTS **Cost :** 19,760,035.66

**Location :** NATIONWIDE **Fund Source/s :** Advertising Budget

**Implementing Agency :** PCSO

**Development Partners :**

**Contractor/Supplier :** publications, tv and radio broadcasting companies, marketing and advertising agencies

**Brief Description of Projects :** Media Placements on TV, Radio and Print

**Total Cost :** 19,760,035.66

Project Details : TV placements

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date including renewal/implementa-tion for the month of October to December 2017	Date Completed		
1	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P 7,064,064.50 for a total of 21 contracts	All contracts were executed  <i>*Advertising Expenses charged to PSDD budget and CPD budget</i>	

Project Details : Radio placements

Project Date				Project Status				Remarks
Duration	gStarted	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date including renewal/implementa-tion for the month of October to December 2017	Date Completed		
2	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P6,597,632.96 for a total of 46 contracts	All contracts were executed  <i>*Advertising Expenses charged to PSDD budget and CPD budget</i>	

Project Event Sponsorship Advertisements  
 Details:

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed		
3	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P2,535,000.00 for a total of 19 contracts	All contracts were executed  <i>*Advertising Expenses charged to PSDD budget and CPD budget</i>	

Project Print Ads (Jackpot Lotto Foot Advertisements)  
 Details

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed		
4	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P427,627.68 For 69 contracts	All contracts were executed  <i>*Advertising Expenses charged to PSDD budget</i>	

Project: Print Sponsorship  
Details

Project Date				Project Status				Remarks
5	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P2,277,716.92 for a total of 15 contracts		All contracts were executed  <i>*Advertising Expenses charged to PSDD budget and CPD budget</i>

Project: Invitation to Bid  
Details

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed		
6	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P57,993.60 for four (4) contracts		All contracts were executed  <i>*Advertising Expenses charged to CPD budget (Budget for Invitation to Bid was included under CPD budget as per BR#0184 series of 2017)</i>

Project: Out-Of-Home  
Details:

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed		
7	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	➤ P800,000.00 for a total of 2 contracts		All contracts were executed  <i>*Advertising Expenses charged to PSDD budget</i>

LAYOUT AND DESIGNS OF PRINT AND  
MOCK-UP REQUIREMENTS

Cost :

Project :

Location :

IN-HOUSE

Fund Source/s :

Supplies Budget of the Corporate  
Planning Department

Implementing  
Agency :

PCSO

Development  
Partners :

Contractor/ Supplier :

Brief Description of  
Projects :

Layout, design and production of print ad materials  
and mock-up requirements

Total Cost :

Project Details : Layout, Design and Production of Mock-up Requirements

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed		
1	3 months	October to December 2017	December 2017	100.00%	January 4, 2018	Part of supplies budget	Prepared the following designs: a. Fifteen (15) mock-up check-scratch and match; b. One (1) LED backdrop used for 83 <sup>rd</sup> PCSO Anniversary c. One (1) layout Invitation Card re : Thanksgiving Mass Program d. One layout invitation media forum	