Kostenübersicht Media-Planung













Kampagne Casinotheater 2019 Laufzeit

19.08.2019 - 30.04.2020

18.04.2020

Datum

Version	Kosten in CHF	in %
V 1.15 / 18.04.2020	128'203.59	96.26
V 1.14 / 18.04.2020	3.00	0.00
	128'206.59	96.26
	V 1.15 / 18.04.2020	V 1.15 / 18.04.2020 128'203.59 V 1.14 / 18.04.2020 3.00

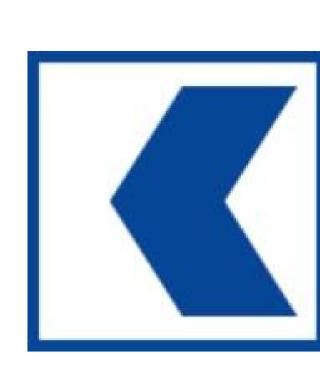
Agentur-Services	Kosten in CHF	in %
Planung & Setup	0.00	0.00
Bewirtschaftung	0.00	0.00
Technische Kosten	107.39	0.08
Media-Honorar	4'871.92	3.66
Total Servicekosten	4'979.31	3.74

Total ohne MWST	133'185.90	100.00
Total inkl. MWST	143'441.21	107.70

Bemerkungen	







Kampagne

Casinotheater 2019

Laufzeit

19.08.2019 - 29.12.2019

Datum
V 1.15 / 18.04.2020

						MEDIA-	UND KO	STEN PLA	NUNG								EIN	NSATZZEITR	AUM UND \	WERBEDRUG	CKVERTEILU	JNG					
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP KO BRUT CHF CH		RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF		KW 35 (26.08)		KW 37 (09.09)	KW 38 (16.09)	KW 39 (23.09)	KW 40 (30.09)	KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)	KW 46 (11.11)			KW 49 (02.12)
Erstfinanzierer - Display																											
Comparis	Hypothekenvergleich	D-CH, F- CH	Promobox	30'000	(6'000.00	10.00	5'400	5.00	171.00	5'130.00	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578
Comparis	Hypothekenvergleich, WG 43	I-CH, D- /F-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00 13	3'600.00	30.00	9'520	5.00	56.53	9'044.00	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421
Homegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578
Total Erstfinanzierer - Display				296'960	89.09 26	6'456.80	65.00	20'904	20.00	66.87	19'858.91	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627
Erstfinanzierer - Mobile										,																	
Aymo Livetargeting	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00 14	4'000.00	30.00	9'800	5.00	46.55	9'310.00	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00 1	1'550.00	15.00	9'818	5.00	44.41	9'326.63	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631
Total Erstfinanzierer - Mobile				756'000	54.91 4 ⁻	1'515.00	70.00	33'544	20.00	42.15	31'866.80	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787
Erstfinanzierer - Social Media	a																										
LinkedIn	Sponsored Content	D-CH	Paid Post		6	6'000.00		6'000			6'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook	Paid	D-CH	Paid Post (Carousel Ad)		3	3'000.00		3'000			3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Total Erstfinanzierer - Social Media			•	0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00 17	7'002.26	30.00	11'902	5.00	65.84	11'306.50	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626
Total Hypo 55 Plus - Display				439'257	79.11 34	4'749.19	70.00	27'424	20.00	59.31	26'052.77	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116
Hypo 55 Plus - Branded Content																											
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00 1	1'200.00	15.00	9'520	5.00	25.84	9'044.00	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421
Cash.ch	Fixplatzierung 2 Wochen, WG	D-CH	Teaser & Splashsite	300'000	14	4'400.00	30.00	10'080	5.00	31.92	9'576.00	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789
Total Hypo 55 Plus - Branded Content			- γιασποιίο	650'000	39.38 25	25'600.00	45.00	19'600	10.00	28.65	18'620.00	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210
Erstfinanzierer & Hypo 55 Plus - Performance																											
Audienzz Business Click	Cost per Click CHF 3.00, WG	D-CH	Bild-Text	2'223	6	6'669.00		6'669	10.00	2'700.00	6'002.10	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335	6	6'670.00		6'670	10.00	1'800.00	6'003.00	175	175	175	175	175	175	175	175	175	175	175	175	175	175	175	175
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96 13	3'339.00	0.00	13'339	20.00	2'159.97	12'005.10	292	292	292	292	292	292	292	292	292	292	292	292	292	292	292	292

Erstfinanzierer & Hypo 55 Plus - SEA																									
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text		10'000.00		10'000		10'000.00	tbd															
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00 10'000.00	0.00	10'000	0.00	0.00 10'000.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Media				2'147'775	75.18 161'459.99	250.00	134'611	90.00	59.69 128'203.59	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032

Total	2'177'775	100.00	133'334	100.00
I-CH	38'960	1.79	2'665	2.00
F-CH	30'000	1.38	5'130	3.85
D-CH	2'108'815	96.83	125'539	94.15
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Total Kosten Agentur Service:	133'185.90	100.00 %
Total Kosten Agentur Service:	4'979.31	3.74 %
Media-Honorar	4'871.92	3.66 %
Technische Kosten	107.39	0.08 %
Bewirtschaftung	0.00	0.00 %
Planung & Setup	0.00	0.00 %
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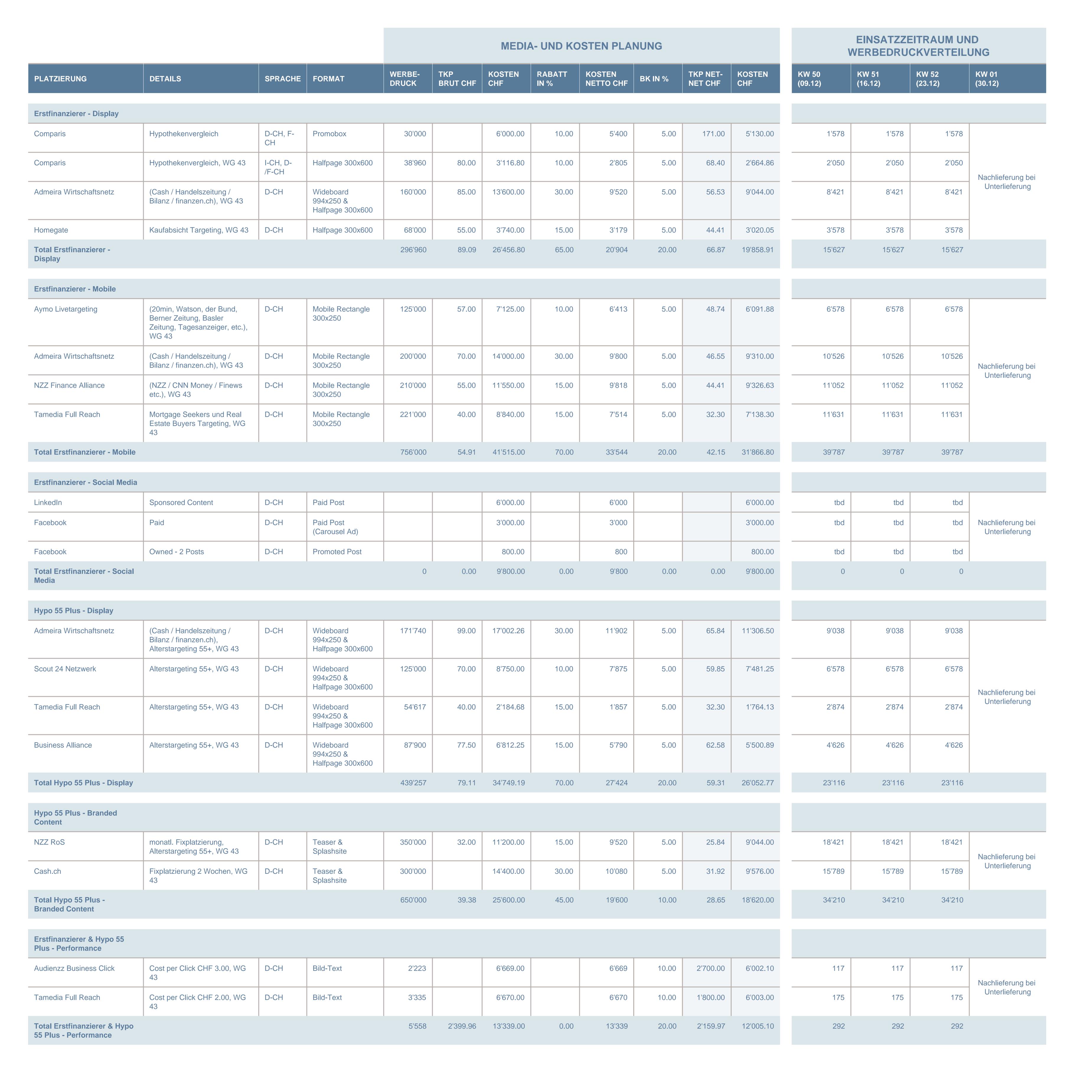


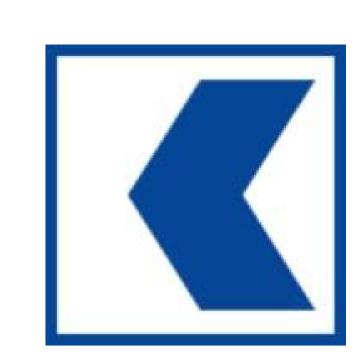
Kampagne

Casinotheater 2019

Laufzeit

19.08.2019 - 29.12.2019





Datum

V 1.15 / 18.04.2020

Erstfinanzierer & Hypo 55 Plus - SEA															
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	Nachlieferung bei Unterlieferung
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	0	0	
Total Media				2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	113'032	113'032	113'032	

Total	2'177'775	100.00	 133'334	100.00
I-CH	38'960	1.79	2'665	2.00
F-CH	30'000	1.38	5'130	3.85
D-CH	2'108'815	96.83	125'539	94.15
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Planung & Setup 0.00 0.00 % Bewirtschaftung 0.00 0.00 % Technische Kosten 107.39 0.08 % Media-Honorar 4'871.92 3.66 % Total Kosten Agentur Service: 4'979.31 3.74 %	Total Kosten Agentur Service:	133'185.90	100.00 %
Bewirtschaftung 0.00 0.00 % Technische Kosten 107.39 0.08 %	Total Kosten Agentur Service:	4'979.31	3.74 %
Bewirtschaftung 0.00 0.00 %	Media-Honorar	4'871.92	3.66 %
	Technische Kosten	107.39	0.08 %
Planung & Setup 0.00 0.00 %	Bewirtschaftung	0.00	0.00 %
	Planung & Setup	0.00	0.00 %









Casinotheater 2019

Kampagne

Laufzeit

01.04.2020 - 30.04.2020



Datum V 1.14 / 18.04.2020

							MEDIA- U	JND KOS	TEN PLA		EINSA	TZZEITRAU	M UND W	ERBEDRUC	(VERTE	EILUNG			
SENDER	THEMA / PLATZIERUNG	SPRACHE	DAUER / FORMAT	AUSSTRA HLUNGEN	KONTAKT SUMME	GRP's	SPOT BRUTTO IN CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	SPOT N/N IN CHF	KOSTEN CHF	KW 14 (30.03)	KW 15 (06.04)	KW 16 (13.04)			KW 18 (27.04)
Nationales TV																			
		D-CH	Skyscraper 160x600		3.00									tb	d	tbd	tbd	tbd	tbd
Total Nationales TV			'	0	3.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0.00		,	,	'	,	
Regio-TV																			
		D-CH	Skyscraper 160x600	1	3.00		1.00	3.00		3		3.00	3.00						
Total Regio-TV				1	3.00	0.00	1.00	3.00	0.00	3	0.00	3.00	3.00		0	0	0	0	0
Total Media				1	6.00	0.00	1.00	3.00	0.00	3	0.00	3.00	3.00		0	0	0	0	0

SPRACHE	AUSSTRAHLUNGEN	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	1	100.00	3	100.00
F-CH	0	0.00	0	0.00
I-CH	0	0.00	0	0.00
Total	1	100.00	3	100.00

Total Kosten Agentur Service:	133'185.90	100.00 %
Total Kosten Agentur Service:	4'979.31	3.74 %
Media-Honorar	4'871.92	3.66 %
Technische Kosten	107.39	0.08 %
Bewirtschaftung	0.00	0.00 %
Planung & Setup	0.00	0.00 %



Seite 2/6