KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Version / Datum

Version 1.4 / Variante Medium / 15.10.2019

Mediagattung	Kosten in CHF	in %
Online	21'622.00	100.00
Total	21'622.00	55.13
Agentur-Services	Kosten in CHF	in %
Planung & Setup	7'700.00	43.75
Bewirtschaftung	4'200.00	23.86
Technische Kosten	4'900.00	27.84
Media-Honorar	800.63	4.55
Total	17'600.63	44.87
Total ohne MWST	39'222.63	100.00
Total inkl. MWST	42'242.77	107.70

Bemerkungen



MEDIA-PLANUNG: ONLINE



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							MEDIA- UND KOSTEN PLANUNG								
PLATZIERUNG		DETA	AILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTE CHF	
Display															
FamilyChannel_landel_landel_landel Netwerkbuchung Info)(214)	ASH zertifizierte (Sitelist gemäss separ		rgeting CH_FC 2/UL	J/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612	
TANGO_Tamedia	a & Goldbach Netzwerl	k(219) Famil	ien Targeting FC 2/l	JU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653	
Total Display							750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265	
Mahila															
Mobile			. –												
Admeira Digital N	Network(215)	Famil	ien TargetingFC 2	2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00		8'960	5.00	21.28		
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512	
Social-Media															
Facebook(216)		Repo	st-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845	
Total Social-Med	dia						150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845	
Live-Targeting															
(217)					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0	
Total Live-Targe	eting						0	0.00	0.00	0.00	0	0.00	0.00	0	
Total Media							1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622	
										Planung & Se	tup	7	7700.00	43.75 %	
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %					_	Bewirtschaftu				23.86 %	
D-CH	1'150'000	88.46	19'969	64.60						Technische K	osten	4	'900.00	27.84 %	
F-CH	150'000	11.54	1'653	11.02						Media-Honora	ır	8	00.63	4.55 %	
I-CH	0	0.00	0	0.00						Total Kosten	Agentur Service	: 1	7'600.63	44.87 %	
Total	1'300'000	100%	21'622	75.62						Total Kosten	Agentur Service	: 3	9'222.63	100.00 %	

					EINSATZ	ZZEITRAU	IM UND W	ERBEDR	UCKVERT	EILUNG					
KW 25 (17.06)	KW 26 (24.06)	KW 27 (01.07)	KW 28 (08.07)	KW 29 (15.07)	KW 30 (22.07)	KW 31 (29.07)	KW 32 (05.08)	KW 33 (12.08)	KW 34 (19.08)	KW 35 (26.08)	KW 36 (02.09)	KW 37 (09.09)	KW 38 (16.09)	KW 39 (23.09)	KW 40 (30.09)
26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798



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										MEDIA	- UND KO	STEN PLA	NUNG		
PLATZIERUNG					DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display															
FamilyChannel_	IASH zertifizierte Netw	verkbuchung (Siteli	st gemäss separater	r Info)(214)	P Targeting CH_FC 2/UU/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.00
TANGO_Tamed	ia & Goldbach Netzwe	rk(219)		F	Familien Targeting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.00
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00
Mobile															
Admeira Digital I	Network(215)			F	amilien TargetingFC 2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Total Mobile								400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Social-Media															
Facebook(216)				F	Repost-Ads	D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Total Social-Me	edia			,				150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting															
(217)						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Live-Targ	eting							0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Media								1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.00
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN	%						nung & Setur virtschaftung				43.75 % 23.86 %
D-CH	1'150'000	88.46	19'969	64.60							hnische Kos				27.84 %
F-CH	150'000	11.54	1'653	11.02						Med	dia-Honorar		800	0.63	4.55 %
I-CH	0	0.00	0	0.00						Tot	al Kosten Ag	entur Service:	17'	600.63	44.87 %
Total	1'300'000	100%	21'622	75.62						Tot	al Kosten Ag	entur Service:	39'	222.63	100.00 %

		EINSA	TZZEITR	AUM UND	WERBE	DRUCKV	ERTEILUI	NG
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 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)
26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	Nachlieferung bei Unterlieferung
32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	Nachlieferung bei Unterlieferung
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	Nachlieferung bei Unterlieferung
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	
0	0	0	0	0	0	0	0	Nachlieferung bei Unterlieferung
0	0	0	0	0	0	0	0	
55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	

