



Kampagne

ZOO Refresh 2020

Laufzeit

29.06.2020 - 26.07.2020

Version

V 1.31

Datum

18.06.2020

| MEDIA- UND KOSTEN PLANUNG | | | | | | | | | | | |
|---------------------------|-----------------------|--------------|--------------------|-------------------|--------------------|-------------|-------------|------------|---------|-----------------------|----------------|
| PLATZIERUNG / GATTUNG | STANDORTE | SPRACHREGION | FORMAT | STELLEN / SCREENS | KOSTEN BRUT/STELLE | KOSTEN BRUT | RABATT IN % | KOSTEN NET | BK IN % | KOSTEN NET-NET/STELLE | KOSTEN NET-NET |
| DOOH | | | | | | | | | | | |
| ePanels*(638) | Kanton Zürich | D-CH | 9:16 *10 Sek. Spot | 35 | 2'112.29 | 73'930.21 | 10.00 | 66'537 | 5.00 | 1'806.01 | 63'210.33 |
| eBoards*(639) | Zürich HB/ Shop Ville | D-CH | 16:9 *10 Sek. Spot | 4 | 3'567.50 | 14'270.00 | 5.00 | 13'557 | 5.00 | 3'219.67 | 12'878.68 |
| eBoards*(681) | Zürich HB/ Shop Ville | D-CH | 16:9 *10 Sek. Spot | 4 | 3'567.50 | 14'270.00 | 5.00 | 13'557 | 5.00 | 3'219.67 | 12'878.68 |
| Total DOOH | | | | 43 | 9'247.29 | 102'470.21 | 20.00 | 93'650 | 15.00 | 8'245.35 | 88'967.68 |
| Total Media | | | | 43 | 9'247.29 | 102'470.21 | 20.00 | 93'650 | 15.00 | 8'245.35 | 88'967.68 |

| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | |
|--|------------------|------------------|------------------|
| KW 27 (29.06) | KW 28 (06.07) | KW 29 (13.07) | KW 30 (20.07) |
| ✓ | ✓ | | |
| ✓ | ✓ | | |
| | | | |
| | | | |
| | | | |

| SPRACHE | STELLEN / SCREENS | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |
|---------|-------------------|-------------|------------|-------------|
| D-CH | 43 | 100.00 | 88'968 | 100.00 |
| Total | 43 | 100.00 | 88'968 | 100.00 |

| | | |
|---|----------|----------------|
| Planung & Setup | 15.51 % | CHF 700 |
| Bewirtschaftung | 15.51 % | CHF 700 |
| Technische Kosten | 0.00 % | CHF 0 |
| Media-Honorar | 68.98 % | CHF 3113.87 |
| Total Servicekosten exkl. MWST | 1.52 % | CHF 4513.87 |
| Total Media- & Servicekosten exkl. MWST | 100.00 % | CHF 297'050.50 |