KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Datum 14.10.2019

Mediagattung	Version	Kosten in CHF	in %
Online	V 1.1 / 14.10.2019	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						IG					
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																		
	IASH zertifizierte g (Sitelist gemäss sepa		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_Tamed	lia & Goldbach Netzwe	rk 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.				
Mobile																		
Admeira Digital	Network	Famil	ien TargetingFC 2	2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.				
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0				
Social-Media																		
Facebook		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-Me	edia						150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.				
Live-Targeting																		
					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.				
Total Live-Targ	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			'700.00	43.75 %				
SPRACHE D-CH	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60					_	Bewirtschaftu Technische K			'200.00 '900.00	23.86 % 27.84 %				
F-CH	150'000	11.54	1'653	11.02					_	Media-Honora			00.63	4.55 %				
I-CH	0	0.00	0	0.00					_		Agentur Service:		7'600.63	44.87 %				
Total	1'300'000	100%	21'622	75.62						Total Kosten			9'222.63	100.00 %				

					EINSAT	ZZEITRAL	JM 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 KOSTEN PLANUNG							
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_la	ASH zertifizierte Netw	erkbuchung (Siteli	st gemäss separater Inf	o) IP 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_Tamedia	a & Goldbach Netzwe	rk		Familien Tar	geting 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 N	Network			Familien Tar	getingFC 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				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-Med	dia							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting															
						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Live-Targe	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
										Pla	nung & Setuր		7'7	700.00	43.75 %
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %						Bev	wirtschaftung	J	4'2	200.00	23.86 %
D-CH	1'150'000	88.46	19'969	64.60						Teo	hnische Kos	ten	4'9	00.00	27.84 %
F-CH	150'000	11.54	1'653	1.02						Med	dia-Honorar		80	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 %

6'522 6'522	EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG												
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 16'667 16'667 16'667 16'667 16'667 16'667 16'667 16'667 Nachlieferung bei Untulation of the state of the sta													
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 16'667 16'6													
6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 32'609	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087					
16'667 16'667 16'667 16'667 16'667 16'667 16'667 16'667 Nachlieferung bei Unter 16'667 16'67 16'67 1	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	Nachlieferung bei Unterlieferung				
16'667 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609					
16'667 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67													
16'667 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67 16'67	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	Nachlieferung bei Unterlieferung				
6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 Nachlieferung bei Unter 6'522									reachile relating bei of terriere rang				
6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 0 Nachlieferung bei Unto	10001	10007	10001	10001	10 007	10001	10007	10007					
6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 6'522 0 Nachlieferung bei Unto													
0 0 0 0 0 Nachlieferung bei Unter	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					

