



Kampagne

NEW CHANNELS

Laufzeit

03.02.2020 - 23.02.2020

Datum 01.12.2020

						MED	A- UND KO	OSTENPL/	ANUNG				ZZEITRAUN RUCKVERT	
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP/CPC BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP/CPC NET- NET CHF	KOSTEN NET-NET	KW 06 (03.02)	KW 07 (10.02)	KW 08 (17.02)
Native														
Audienzz Business Click	WG 43 Targeting	D-CH	Bild-Text	1'000	3.00	3.00		3	10.00	2.70	2.70	333	333	333
test	te	F-CH	Mobile Rectangle 300x250	1'400	3.00	4'200.00		4'200	10.00	2'700.00	3'780.00	466	466	466
Total Native				2'400	1'751.25	4'203.00	0.00	4'203	20.00	1'576.13	3'782.70	799	799	799
Display														
wefwef	wefwef	F-CH	Mobile Wideboard 320x160	23	32.00	0.74	23.00	1	32.00	16.76	0.39	7	7	7
			Skyscraper 160x600	1'400	3.00	4'200.00		4'200	10.00	2'700.00	3'780.00	466	466	466
Total Display				1'423	2'952.03	4'200.74	23.00	4'201	42.00	2'656.63	3'780.39	473	473	473
Mobile														
Avbwe we	Wetge	F-CH	Wideboard 994x250	32	32.00	1.02	32.00	1	32.00	14.80	0.47	10	10	10
Total Mobile				32	32.00	1.02	32.00	1	32.00	14.80	0.47	10	10	10
Social-Media														
wef	efwef	I-CH	Mobile Wideboard 320x160	32	32.00	1.02	32.00	1	23.00	16.76	0.54	10	10	10
Total Social-Media				32	32.00	1.02	32.00	1	23.00	16.76	0.54	10	10	10
Total Media				3'887	2'162.54	8'405.78	87.00	8'405	117.00	1'946.00	7'564.10	1'292	1'292	1'292

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	1'000	40.21	3	0.07
F-CH	1'455	58.50	3'781	99.91
I-CH	32	1.29	1	0.01
Total	2'487	100.00	3'784	100.00

Total Media- & Servicekosten exkl. MWST.		CHF 6'987.20
Total Servicekosten exkl. MWST		CHF -576.90
Media-Honorar	2.5%	CHF 189.10
Technische Kosten		CHF 0.00
Bewirtschaftung		CHF 0.00
Planung & Setup		CHF 0.00

