KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 **Version / Datum Versio123 / 16.10.2019**

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



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 Version / Datum
Versio123 / 16.10.2019

									MEDIA	A- UND KO	STEN PLAN	NUNG		
PLATZIERUNG		DETA	ILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	K
Display														
	IASH zertifizierte g (Sitelist gemäss sepa		geting 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	
TANGO_Tamedi	ia & Goldbach Netzwe	rk Famili	en 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	
Total Display							750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	
Mobile														
Admeira Digital N	Vetwork	Famili	en TargetingFC 2	2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	
Social-Media														
Facebook		Repos	st-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	
Total Social-Me	dia						150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	
Live-Targeting														
					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	
Total Live-Targe	eting				'		0	0.00	0.00	0.00	0	0.00	0.00	
Total Media							1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	
									_	Planung & Se	tup	7	7700.00	43.
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %					_	Bewirtschaftu				23
D-CH	1'150'000	88.46	19'969	64.60					_	Technische K				27
F-CH	150'000 0	0.00	1'653	0.00					_	Media-Honora			7'600 62	4.5
I-CH	U	U.UU	0	U.UU					_	Total Nosten	Agentur Service:	. 1	7'600.63	44

					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	26'08
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	6'52
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	32'60
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	16'66
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	16'66
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	6'52
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	6'52
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	55'7



MEDIA-PLANUNG: ONLINE



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 Version / Datum
Versio123 / 16.10.2019

										MEDIA	A- 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	
Display															
FamilyChannel_l	IASH zertifizierte Netv	verkbuchung (Siteli	st gemäss separater	nfo) 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
TANGO_Tamedi	ia & Goldbach Netzwe	erk		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
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265
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
Total Mobile								400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.
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
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	C
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
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %							nung & Setul wirtschaftung				43.75 % 23.86 %
D-CH	1'150'000	88.46	19'969	64.60							chnische Kos				27.84 %
F-CH	150'000	11.54	1'653	11.02						Me	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

NG	ERTEILU	DRUCKV	WERBE	AUM UND	TZZEITR	EINSA		
KW 49 (02.12)	KW 48 (25.11)	KW 47 (18.11)	KW 46 (11.11)	KW 45 (04.11)	KW 44 (28.10)	KW 43 (21.10)	KW 42 (14.10)	KW 41 (07.10)
	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
Nachlieferung bei Unterlieferung	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
Nachlieferung bei Unterlieferung	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
Nachlieferung bei Unterlieferung	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
Nachlieferung bei Unterlieferung	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

