KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Version / Datum

Version 1.3 / Variante Medium / 18.10.2019

Mediagattung	Kosten in CHF	in %
Online	21'622.00	100.00
Total	21'622.00	55.13

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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									MEDI	A- UND KC	STEN PLAI	NUNG		
PLATZIERUNG		DE	TAILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display														
FamilyChannel_landel_landel Netwerkbuchung Info)(214)	ASH zertifizierte (Sitelist gemäss sepa		Targeting 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	6'612.00
TANGO_Tamedia	a & Goldbach Netzwe	rk(219) Far	milien 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	1'653.00
Total Display							750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00
Mobile														
Admeira Digital N	letwork(215)	Far	milien TargetingFC 2	2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Social-Media														
Facebook(216)		Re	post-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														
(217)					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
										Planung & Se	tun	7'	700.00	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	r	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 %

					EINSAT	ZZEITRAU	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	55'79



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								MEDIA- UND KOSTEN PLANUNG								
PLATZIERUNG				DET	ΓAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	
Display																
FamilyChannel_I	IASH zertifizierte Netw	erkbuchung (Siteli	st gemäss separate	r Info)(214) IP T	argeting 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_Tamedi	ia & Goldbach Netzwe	rk(219)		Fam	nilien 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 N	Network(215)			Fam	nilien 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)				Rep	oost-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																
(217)						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 & Setup		7'7	00.00	43.75 %	
SPRACHE	WERBEDRUCK		KOSTEN N/N	ANTEIL IN %							rirtschaftung		4'2	00.00	23.86 %	
D-CH	1'150'000	88.46	19'969	64.60							hnische Kost	ten			27.84 %	
F-CH	150'000	11.54	1'653	11.02							lia-Honorar				4.55 %	
I-CH	0	0.00	0	0.00								entur Service:			44.87 %	
Total	1'300'000	100%	21'622	75.62						Tota	al Kosten Age	entur Service:	39'	222.63	100.00 %	

EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG												
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					

