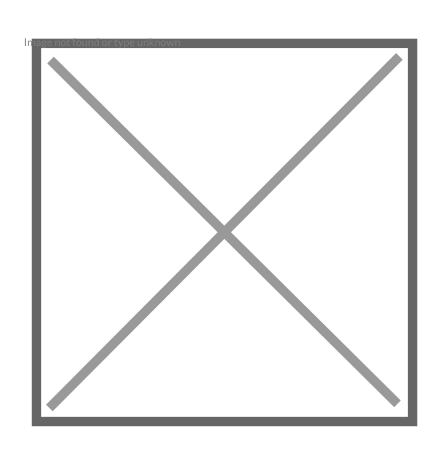
## Kostenübersicht Media-Planung





Kampagne

Laufzeit

RAN 2020 - 03.01.2021

Datum 23.11.2020

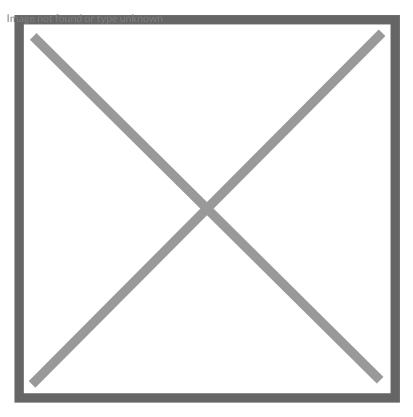
Mediagattung	Version	Kosten in CHF	in %
Online	V 1.268 / 19.11.2020	144'162.44	93.88
Print	V 1.2 / 19.11.2020	0.00	0.00
Total Mediakosten		144'162.44	93.88

Agentur-Services	Kosten in CHF	in %
Planung & Setup	2'975.00	1.94
Bewirtschaftung	1'225.00	0.80
Technische Kosten	145.98	0.10
Media-Honorar	5'045.69	3.29
Total Servicekosten	9'391.67	6.12
Total ohne MWST	153'554.11	100.00
Total inkl. MWST	165'377.77	107.70

Bemerkungen	



## **QOnline**Media-Planung



Kampagne

RAN 2020

Laufzeit

30.11.2020 - 03.01.2021

Datum 23.11.2020

						MEDIA	- UND KO	STENPLA	NUNG			EINSATZZI	EITRAUM U	ND WERBED	RUCKVERT	EILUNG
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)	KW 52 (21.12)	KW 53 (28.12)
Display																
Tagesanzeiger	RoS_WG43 Targeting_FC 1/UU/D	D-CH	Wideboard 994x250 & Halfpage 300x600	100'000	70.00	7'000.00	15.00	5'950	5.00	56.53	5'652.50	20'000	20'000	20'000	20'000	20'000
Tagesanzeiger	RoS_WG43 Targeting_FC 1/UU/D	D-CH	PreRoll	30'000	90.00	2'700.00	15.00	2'295	5.00	72.68	2'180.25	6'000	6'000	6'000	6'000	6'000
NZZ	RoS_WG 43 Targeting	D-CH	PreRoll	30'000	85.00	2'550.00	40.00	1'530		51.00	1'530.00	6'000	6'000	6'000	6'000	6'000
NZZ	RoS_WG 43 Targeting_FC 1/UU/D	D-CH	Halfpage 300x600	70'000	80.00	5'600.00	40.00	3'360		48.00	3'360.00	14'000	14'000	14'000	14'000	14'000
Admeira Digital Network	Targeting WG 43_FC 1/UU/3 Days	D-CH	PreRoll	80'000	74.00	5'920.00	30.00	4'144	5.00	49.21	3'936.80	16'000	16'000	16'000	16'000	16'000
Admeira Digital Network	Targeting WG 43 & Alterstargeting 35+_FC 1/UU/W	D-CH	Wideboard 994x250 & Halfpage 300x600	220'000	32.00	7'040.00	30.00	4'928	5.00	21.28	4'681.60	44'000	44'000	44'000	44'000	44'000
Bluewin	Targeting WG 43 & Alterstargeting 35+_FC 1/U/3 D	D-CH	Wideboard 994x250 & Halfpage 300x600	100'000	37.00	3'700.00	30.00	2'590	5.00	24.61	2'460.50	20'000	20'000	20'000	20'000	20'000
20min	Targeting WG 43 & Alterstargeting 35+	D-CH	PreRoll	118'611	85.00	10'081.94	15.00	8'570	5.00	68.64	8'141.16	23'722	23'722	23'722	23'722	23'722
Doodle	Targeting WG 43 & Alterstargeting 35+	D-CH	VideoWall	100'000	90.00	9'000.00	15.00	7'650	5.00	72.68	7'267.50	20'000	20'000	20'000	20'000	20'000
Total Display				848'611	63.15	53'591.94	230.00	41'017	35.00	46.21	39'210.31	169'722	169'722	169'722	169'722	169'722
IP TV Multiscreen																
Zattoo	WG 43 & Alterstargeting 35+_FC 1/UU/D	D-CH	Channel Switch	300'000	99.00	29'700.00	15.00	25'245	5.00	79.94	23'982.75	60'000	60'000	60'000	60'000	60'000
Total IP TV Multiscreen				300'000	99.00	29'700.00	15.00	25'245	5.00	79.94	23'982.75	60'000	60'000	60'000	60'000	60'000
Total Media				1'148'611	72.52	83'291.94	245.00	66'262	40.00	55.02	63'193.06	583'922	583'922	583'922	583'922	583'922

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'919'611	100.00	144'162	100.00
Total	2'919'611	100.00	144'162	100.00

Total Servicekosten exkl. MWST	6.12 %	CHF 9391.67
Media-Honorar	53.73 %	CHF 5045.69
Technische Kosten	1.55 %	CHF 145.98
Bewirtschaftung	13.04 %	CHF 1225
Planung & Setup	31.68 %	CHF 2975



						MEDIA	- UND KO	STENPLAI	NUNG			EINSATZZE	EITRAUM UN	ID WERBED	RUCKVERTE	EILUNG
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)	KW 52 (21.12)	KW 53 (28.12)
Mobile																
NZZ	RoS_WG 43 & Alterstargeting 35+_FC 1/UU/D	D-CH	Mobile Rectangle 300x250	106'000	60.00	6'360.00	15.00	5'406	5.00	48.45	5'135.70	21'200	21'200	21'200	21'200	21'200
Admeira Digital Network	Targeting WG 43 & Alterstargeting 35+	D-CH	Mobile Rectangle 300x250	800'000	27.00	21'600.00	30.00	15'120	5.00	17.96	14'364.00	160'000	160'000	160'000	160'000	160'000
Admeira Digital Network	Targeting WG 43_FC 1/UU/3 Days	D-CH	Mobile PreRoll	100'000	74.00	7'400.00	30.00	5'180	5.00	49.21	4'921.00	20'000	20'000	20'000	20'000	20'000
Bluewin	Targeting WG 43 & Alterstargeting 35+_FC 1/UU/D	D-CH	Mobile Rectangle 300x250	200'000	37.00	7'400.00	30.00	5'180	5.00	24.61	4'921.00	40'000	40'000	40'000	40'000	40'000
20min	Targeting WG 43 & Alterstargeting 35+	D-CH	Mobile PreRoll	100'000	80.00	8'000.00	15.00	6'800	5.00	64.60	6'460.00	20'000	20'000	20'000	20'000	20'000
Tagesanzeiger	RoS_WG 43 Targeting	D-CH	Mobile PreRoll	30'000	90.00	2'700.00	15.00	2'295	5.00	72.68	2'180.25	6'000	6'000	6'000	6'000	6'000
Tagesanzeiger	RoS_WG 43 Targeting_FC 1/UU/D	D-CH	Mobile Rectangle 300x250	100'000	50.00	5'000.00	15.00	4'250	5.00	40.38	4'037.50	20'000	20'000	20'000	20'000	20'000
NZZ	RoS_Targeting WG43	D-CH	Mobile PreRoll	30'000	85.00	2'550.00	40.00	1'530		51.00	1'530.00	6'000	6'000	6'000	6'000	6'000
Geolocated Livetargeting		D-CH	Mobile Rectangle 300x250	240'000	57.00	13'680.00	10.00	12'312	5.00	48.74	11'696.40	48'000	48'000	48'000	48'000	48'000
Geolocated Retargeting		D-CH	Mobile Rectangle 300x250	65'000	67.00	4'355.00	10.00	3'920	5.00	57.29	3'723.53	13'000	13'000	13'000	13'000	13'000
Total Mobile				1'771'000	44.63	79'045.00	210.00	61'993	45.00	33.30	58'969.38	354'200	354'200	354'200	354'200	354'200
Total Media				1'771'000	44.63	79'045.00	210.00	61'993	45.00	33.30	58'969.38	583'922	583'922	583'922	583'922	583'922

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'919'611	100.00	144'162	100.00
Total	2'919'611	100.00	144'162	100.00

Bewirtschaftung13.04 %Technische Kosten1.55 %Media-Honorar53.73 %Total Servicekosten exkl. MWST6.12 %	CHF 153'554.11
Technische Kosten 1.55 %	CHF 9391.67
	CHF 5045.69
Bewirtschaftung 13.04 %	CHF 145.98
	CHF 1225
Planung & Setup 31.68 %	CHF 2975



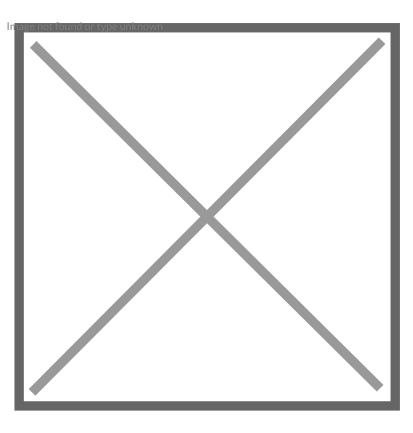
					MEDIA- UND KOSTENPLANUNG				EINSATZZ	EITRAUM UN	ND WERBE	DRUCKVERTE	EILUNG			
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)	KW 52 (21.12)	KW 53 (28.12)
Social-Media																
Facebook	Targeting WG 43 & Alterstargeting 35+	D-CH	Paid Post - Video Ad		8'000.00	8'000.00		8'000			8'000.00	tbd	tbd	tbd	tbd	tbd
Facebook	Targeting WG 43 & Alterstargeting 35+	D-CH	Paid Post - Image Ad			4'000.00		4'000			4'000.00	tbd	tbd	tbd	tbd	tbd
Facebook	Retargeting VideoViews	D-CH	Paid Post - Rechner			2'000.00		2'000			2'000.00	tbd	tbd	tbd	tbd	tbd
Facebook	Targeting WG 43 & Alterstargeting 35+	D-CH	Promoted Post			2'000.00		2'000			2'000.00	tbd	tbd	tbd	tbd	tbd
Instagram	Targeting WG 43 & Alterstargeting 35+	D-CH	Story Ad - Rechner			1'000.00		1'000			1'000.00	tbd	tbd	tbd	tbd	tbd
LinkedIn	Targeting WG 43 & Alterstargeting 35+	D-CH	Sponsored Content_VideoAD			4'000.00		4'000			4'000.00	tbd	tbd	tbd	tbd	tbd
LinkedIn	Retargeting Video Views	D-CH	Sponsored Content_VideoAD Rechner			1'000.00		1'000			1'000.00	tbd	tbd	tbd	tbd	tbd
Total Social-Media				0	8'000.00	22'000.00	0.00	22'000	0.00	0.00	22'000.00	0	0	0	0	0
Total Media				0	8'000.00	22'000.00	0.00	22'000	0.00	0.00	22'000.00	583'922	583'922	583'922	583'922	583'922

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'919'611	100.00	144'162	100.00
Total	2'919'611	100.00	144'162	100.00

Total Media- & Servicekosten exkl. MWST.	100.00 %	CHF 153'554.1
Total Servicekosten exkl. MWST	6.12 %	CHF 9391.6
Media-Honorar	53.73 %	CHF 5045.6
Technische Kosten	1.55 %	CHF 145.9
Bewirtschaftung	13.04 %	CHF 122
Planung & Setup	31.68 %	CHF 297







Kampagne

**RAN 2020** 

Laufzeit

03.12.2020 - 18.12.2020

Datum 23.11.2020

		MEDIA- UND KOSTENPLANUNG									EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG			
TITEL	THE	MA / PLATZIERUNG	SPRACH	E FORMAT	INSERATE	KOST BR	TEN RUT	RABATT IN %	KOSTEN NET	BK IN %	KOSTEN NET-NET	KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)
Total Media					0	C	0.00	0.00	0	0.00	0.00			
										0.04				
							Planung & Setup			0 %	CHF 0			
							Bewirtschaftung			0 %	CHF 0			
							Technische Kosten			0 %	CHF 0			
							Media-Honorar			0 %	CHF 0			
SPRACHE	SCHALTUNGEN	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %		Total Servicekosten exkl. MWST				0 %	CHF 0			
Total	0	100.00	0	100.00			Total Media- & Servicekosten exkl. MWST.			100.00 %	CHF 0.00			

