KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 Version / Datum V1.3 / 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



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									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	0.00					_	Total Nosten	Agentur Service:	. 1	7'600.63	44

					EINSATZ	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	6'52
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	6'522
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	
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



MEDIA-PLANUNG: ONLINE



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											MEDIA	\- UND KC	STEN PLA	NUNG			
PLATZIERUNG				DETAILS		SPRAC	CHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	
Display																	
FamilyChannel_	IASH zertifizierte Netv	verkbuchung (Siteli	ist gemäss separater	Info) 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_Tamed	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	1'653.00	
Total Display									750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00	
Mobile																	
Admeira Digital N	Vetwork			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	1
Total Social-Me	edia								150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00	4
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	
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %								nung & Setup wirtschaftung				43.75 % 23.86 %	-
D-CH	1'150'000	88.46	19'969	64.60								chnische Kos				27.84 %	1
F-CH	150'000	11.54	1'653	11.02							Me	dia-Honorar		80	0.63	4.55 %	1
I-CH	0	0.00	0	0.00							Tot	al Kosten Ag	entur Service:	17	''600.63	44.87 %	1
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)
Nie alelia fa muse a le ai i lie ta uli a fa muse	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

