## Plakat Media-Planung

ZOO Refresh 2020



Kampagne

Laufzeit

29.06.2020 - 26.07.2020

Version V 1.31

Datum 18.06.2020

					WEDIA-	UND KOS	STEN PLAN	IUNG				INSATZZEITF RBEDRUCK\	VERTEILUNG	
STANDORTE	SPRACHREGION	FORMAT	STELLEN / SCREENS	KOSTEN BRUT/STELLE	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	KOSTEN NET- NET/STELLE	KOSTEN NET-NET	KW 27 (29.06)	KW 28 (06.07)	KW 29 (13.07)	KW 30 (20.07)
Kanton Zürich	D-CH	9:16 *10 Sek. Spot	35	2'112.29	73'930.21	10.00	66'537	5.00	1'806.01	63'210.33				
Zürich HB/ Shop Ville	D-CH	16:9 *10 Sek. Spot	4	3'567.50	14'270.00	5.00	13'557	5.00	3'219.67	12'878.68				
Zürich HB/ Shop Ville	D-CH	16:9 *10 Sek. Spot	4	3'567.50	14'270.00	5.00	13'557	5.00	3'219.67	12'878.68				
			43	9'247.29	102'470.21	20.00	93'650	15.00	8'245.35	88'967.68				
			43	9'247.29	102'470.21	20.00	93'650	15.00	8'245.35	88'967.68				
k	Kanton Zürich Zürich HB/ Shop Ville	Kanton Zürich  D-CH  Zürich HB/ Shop Ville  D-CH	Kanton Zürich  D-CH  9:16 *10 Sek. Spot  Zürich HB/ Shop Ville  D-CH  16:9 *10 Sek. Spot	Kanton Zürich         D-CH         9:16*10 Sek. Spot         35           Zürich HB/ Shop Ville         D-CH         16:9*10 Sek. Spot         4           Zürich HB/ Shop Ville         D-CH         16:9*10 Sek. Spot         4           43         43	Kanton Zürich         D-CH         9:16*10 Sek. Spot         35         2'112.29           Zürich HB/ Shop Ville         D-CH         16:9*10 Sek. Spot         4         3'567.50           Zürich HB/ Shop Ville         D-CH         16:9*10 Sek. Spot         4         3'567.50           43         9'247.29	SCREENS   BROT/STELLE   BROT	SCREENS   BRO1/STELLE   BRO1   IN %	Kanton Zürich D-CH 9:16 *10 Sek. Spot 35 2'112.29 73'930.21 10.00 66'537  Zürich HB/ Shop Ville D-CH 16:9 *10 Sek. Spot 4 3'567.50 14'270.00 5.00 13'557  Zürich HB/ Shop Ville D-CH 16:9 *10 Sek. Spot 4 3'567.50 14'270.00 5.00 13'557	SCREENS   BRUTSTELLE   BRUT   IN %   NET	SCREENS   BRO1/STELLE   BRO1   IN %   NET   NET/STELLE	Kanton Zürich D-CH 9:16*10 Sek. Spot 35 2'112.29 73'930.21 10.00 66'537 5.00 1'806.01 63'210.33  Zürich HB/ Shop Ville D-CH 16:9*10 Sek. Spot 4 3'567.50 14'270.00 5.00 13'557 5.00 3'219.67 12'878.68  Zürich HB/ Shop Ville D-CH 16:9*10 Sek. Spot 4 3'567.50 14'270.00 5.00 13'557 5.00 3'219.67 12'878.68  43 9'247.29 102'470.21 20.00 93'650 15.00 8'245.35 88'967.68	SCREENS   BR01/STELLE   BR01   IN %   NET   NET-NET   (29.06)	SCREENS   BROT   IN-%   NET   NET-NET   (29.06)   (06.07)	SCREENS   BRUISTELLE   BRUI   IN %   NET   NET-NET   (29.06)   (06.07)   (13.07)

Total	43	100.00	88'968	100.00
D-CH	43	100.00	88'968	100.00
SPRACHE	STELLEN / SCREENS	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Media-Honorar  Total Servicekosten exkl. MWST	1.52 %	CHF 3113.87 CHF 4513.87
Media-Honorar	00.70 /0	CHF 3113.87
	68.98 %	
Technische Kosten	0.00 %	CHF (
Bewirtschaftung	15.51%	CHF 700
Planung & Setup	15.51%	CHF 700

