KOSTENÜBERSICHT MEDIA-PLANUNG

mage not found or type unknown

Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Datum 20.10.2019

44.87

Mediagattung	Version	Kosten in CHF	in %	
Online	V 1.1 / 14.10.2019	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 ohne MWST	39'222.63	100.00	
Total inkl. MWST	42'242.77	107.70	

17'600.63

Bemerkungen

Total



MEDIA-PLANUNG: ONLINE

mage not found or type unknown

Kampagne

Family with Kids_Welle 2

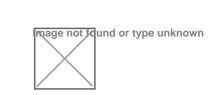
Laufzeit 17.06.2019 - 08.12.2019 Datum 20.10.2019

									MEDIA	A- UND KO	STEN PLAI	NUNG		
PLATZIERUNG		DET	AILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display														
FamilyChannel_l. Netwerkbuchung Info)	IASH zertifizierte g (Sitelist gemäss sepa		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_Tamedia	ia & Goldbach Netzwe	rk Fam	nilien Targeting FC 2/U	U/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	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		Repo	ost-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														
					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
										Diamon 9 0 0	4	_	1700 00	40.75.0/
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %					_	Planung & Se Bewirtschaftu				43.75 % 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	ar	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 %

					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	6'522
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	55'798



MEDIA-PLANUNG: ONLINE



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 Datum 20.10.2019

												MEDIA	A- UND KO	OSTEN PLA	NUNG		
PLATZIERUNG				DETAILS				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 Netv	erkbuchung (Sitelis	st gemäss separater In	o) IP Targeting	ting CH_F	C 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		Familien Ta	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	Vetwork			Familien Ta	Targeting_	FC 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	ıds			D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Total Social-Me	dia									150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
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
	WEDDEDDUGG	ANITEH INLOC	VOOTEN NA	ANITEH INLOC									anung & Setu				43.75 %
SPRACHE D-CH	WERBEDRUCK 1'150'000	88.46		ANTEIL IN % 64.60									wirtschaftung				23.86 % 27.84 %
F-CH	150'000	11.54		11.02									edia-Honorar				4.55 %
I-CH	0	0.00	0	0.00										jentur Service:			44.87 %
Total	1'300'000	100%	21'622	75.62								To	tal Kosten Ag	jentur Service:	39	9'222.63	100.00 %

NG	ERTEILU	DRUCKV	WEKBE	AUW UNL	TZZEIIR	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)
Nachlieferung bei Unterlieferung	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

