



Kampagne

NEW CHANNELS

Laufzeit

24.02.2020 - 26.04.2020

Datum 03.12.2020

| | | | | | MEDIA- UND KOSTENPLANUNG | | | | | | | | | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | |
|-------------------|------------|-------------|------------|-------------------|--------------------------|-----------------|-----------------|----------------|-------------|------------------------------|---------------------|-------------------|--|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|
| PLATZIERUNG / REC | GIONEN KIN | NO'S / SÄLE | SPRAC | HE DAUER / FORMAT | KONTAKTE | TKP BRUT CHF | KOSTEN BRUT | RABATT IN % | | BK IN % | TKP NET- NET CHF | KOSTEN NET-NET | | KW 09 (24.02) | KW 10 (02.03) | KW 11 (09.03) | KW 12 (16.03) | KW 13 (23.03) | KW 14 (30.03) | KW 15 (06.04) | KW 16 (13.04) | KW 17 (20.04) | |
| ghfdgsdf | | | | | | | | | | | | | | | | | | | | | | | |
| asdasdasd | sad | dasdasd | D-CH | 333 Minuten | 1'587'000 | 22.05 | 35'000.00 | 4.00 | 33'600 | 4.00 | 20.33 | 32'256.00 | | | | | | | | | | | |
| Total ghfdgsdf | , | | , | | 1'587'000 | 22.05 | 35'000.00 | 4.00 | 33'600 | 4.00 | 20.33 | 32'256.00 | | , | | , | | , | | , | | | |
| Total Media | | | | | 1'587'000 | 22.05 | 35'000.00 | 4.00 | 33'600 | 4.00 | 20.33 | 32'256.00 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | Р | Planung & Setup | | | 108h x CHF 170 CHF 18'360.00 | | | | | | | | | | | | | |
| | | | | | | В | Sewirtschaftung | | | 46h x CHF 170 CHF 7'820.00 | | | | | | | | | | | | | |
| | | | | | | Т | echnische Kosto | en | | Pauschale Cl | HF 4'646 | CHF 4'646.00 | | | | | | | | | | | |
| | L'ONTAILTE | | WOOTEN MAI | | | N | 1edia-Honorar | | | | 2.5% | | | | | | | | | | | | |
| SPRACHE | KONTAKTE | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | | | Pauschale Cl | HF 4'646 (| CHF 5'452.40 | | | | | | | | | | | |
| D-CH | 1'587'000 | 100.00 | 32'256 | 100.00 | | Т | otal Servicekos | en exkl. MWST | Г | | Cł | HF 30'278.40 | | | | | | | | | | | |
| Total | 1'587'000 | 100.00 | 32'256 | 100.00 | | Т | otal Media- & S | Servicekosten | exkl. MWST. | | CI | HF 62'534.40 | | | | | | | | | | | |
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