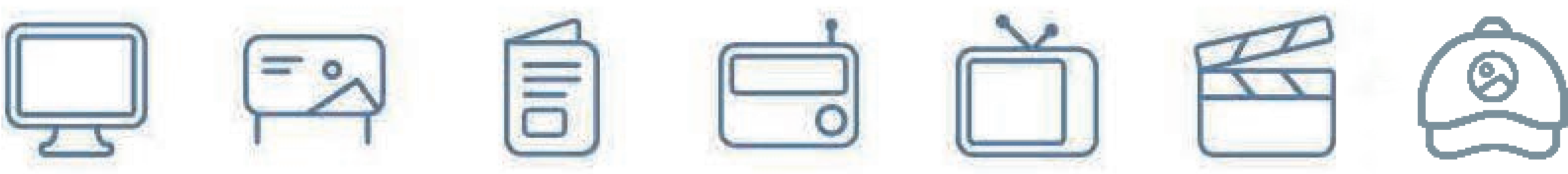


Kostenübersicht Media-Planung



Kampagne
Casinotheater 2019

Laufzeit
03.04.2019 - 05.01.2020

Version
Datum

Mediagattung	Kosten in CHF	in %
Online	128'203.59	96.26
Total Mediakosten	128'203.59	96.26

Agentur-Services	Kosten in CHF	in %
Planung & Setup	0.00	0.00
Bewirtschaftung	0.00	0.00
Technische Kosten	107.39	0.08
Media-Honorar	4'871.74	3.66
Total Servicekosten	4'979.13	3.74

Total ohne MWST	133'182.72	100.00
Total inkl. MWST	143'437.79	107.70

Bemerkungen

PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET
-------------	---------	---------	--------	-----------------	-------------	----------------	----------------	---------------	---------	----------------	-------------------

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'147'775	100.00	128'204	100.00
Total	2'147'775	100.00	128'204	100.00

Planung & Setup	0.00 %	CHF 0
Bewirtschaftung	0.00 %	CHF 0
Technische Kosten	2.16 %	CHF 107.39
Media-Honorar	97.84 %	CHF 4871.74
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72



				MEDIA- UND KOSTEN PLANUNG							
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE-DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET
Erstfinanzierer - Display											
Comparis	Hypotheekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00
Comparis	Hypotheekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00
Honegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.00
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91
Erstfinanzierer - Mobile											
Aymo Livetargeting	(30min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80
Erstfinanzierer - Social Media											
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00
Hypo 55 Plus - Display											
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.70
Hypo 55 Plus - Branded Content											
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00
Cash.ch	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00
Erstfinanzierer & Hypo 55 Plus - Performance											
Audienzz Business Click	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10
Erstfinanzierer & Hypo 55 Plus - SEA											
Google AdWords	Umgesetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00

EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG															
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)	KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)
769	769	769	769	769	769	769	769	769	769	769	769	769	769	769	769
998	998	998	998	998	998	998	998	998	998	998	998	998	998	998	998
4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102
1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743
7612	7612	7612	7612	7612	7612	7612	7612	7612	7612	7612	7612	7612	7612	7612	7612
3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205
5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128
5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384
5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666
19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383
tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403
3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205
1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400
2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253
11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261
8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974
7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692
16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666
57	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57
85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142
tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Total Media	2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064
-------------	-----------	-------	------------	--------	---------	-------	-------	------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'147'775	100.00	128'204	100.00
Total	2'147'775	100.00	128'204	100.00

Planung & Setup	0.00 %	CHF 0
Bewirtschaftung	0.00 %	CHF 0
Technische Kosten	2.16 %	CHF 107.39
Media-Honorar	97.84 %	CHF 4871.74
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72

				MEDIA- UND KOSTEN PLANUNG							
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE-DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET
Erstfinanzierer - Display											
Comparis	Hypotheckenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00
Comparis	Hypotheckenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00
Honegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.9
Erstfinanzierer - Mobile											
Aymo Livetargeting	(30min. Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80
Erstfinanzierer - Social Media											
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00
Hypo 55 Plus - Display											
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77
Hypo 55 Plus - Branded Content											
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00
Cash.ch	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00
Erstfinanzierer & Hypo 55 Plus - Performance											
Audienzz Business Click	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10
Erstfinanzierer & Hypo 55 Plus - SEA											
Google AdWords	Umgesetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00
Total Media											
				2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59

[illegible]

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'147'775	100.00	128'204	100.00
Total	2'147'775	100.00	128'204	100.00

Planung & Setup	0.00 %	CHF 0
Bewirtschaftung	0.00 %	CHF 0
Technische Kosten	2.16 %	CHF 107.39
Media-Honorar	97.84 %	CHF 4871.74
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72