KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Version / Datum
Version 1.5 / Variante Medium /

25.10.2019

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- UND KOSTEN PLANUNG										
PLATZIERUNG		DETAI	LS				SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	KW 25 (17.06)		
Display																			
FamilyChannel_IASH zerti Netwerkbuchung (Sitelist g Info)			geting 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	2		
TANGO_Tamedia & Goldb	bach Netzwerk	Familie	en Targeting FC 2/U	IU/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 Network		Familie	en 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		Repost	t-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-Media									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-Targeting									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			
												Planung & Se	etup	7	" 700.00	43.75 %			
		ANTEIL IN %	KOSTEN N/N	ANTEIL IN %							_	Bewirtschaftu				23.86 %			
D-CH 1'150'0		88.46	19'969	64.60							_	Technische K				27.84 %			
F-CH 150'00		1.54	1'653	11.02							_	Media-Honora				4.55 %			
I-CH 0		0.00	0	0.00									Agentur Service			44.87 %			
Total 1'300'0	1000	00%	21'622	75.62								Total Kosten	Agentur Service	3	9'222.63	100.00 %			

						EINSATZ	ZZEITRAL	IM 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



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										MEDIA	N- 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_la	IASH zertifizierte Netw	verkbuchung (Sitelis	st gemäss separater Inf) 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_Tamedia	a & Goldbach Netzwe	rk		Familien Ta	rgeting 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	Network			Familien Ta	rgetingFC 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
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
										Pla	nung & Setul	0	7'7	700.00	43.75 %
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	NTEIL IN %							wirtschaftung				23.86 %
D-CH	1'150'000	88.46	19'969	4.60						Ted	chnische Kos	ten	4'9	900.00	27.84 %
F-CH	150'000	11.54		1.02							dia-Honorar				4.55 %
I-CH	0	0.00		.00								entur Service:			44.87 %
Total	1'300'000	100%	21'622	5.62						Tot	al Kosten Ag	entur Service:	39	'222.63	100.00 %

		EINSA	TZZEITR	AUM UNI	WERBE	DRUCKV	ERTEILU	NG
KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)	KW 46 (11.11)	KW 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)
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	Nachlieferung bei Unterlieferung
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	Nachlieferung bei Unterlieferung
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	Nachlieferung bei Unterlieferung
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	
0	0	0	0	0	0	0	0	Nachlieferung bei Unterlieferung
0	0	0	0	0	0	0	0	The state of the s

