KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Version / Datum

Version 1.4 / Variante Medium / 15.10.2019

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		DETA	ILS			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 Netwerkbuchung Info)	ASH zertifizierte (Sitelist gemäss sepa		geting CH_FC 2/UL	J/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	a & Goldbach Netzwe	rk Famili	en Targeting FC 2/l	JU/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	Famili	en TargetingFC 2	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		Repos	st-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			
										_	Planung & Se	tup	7	7'700.00	43.75 %			
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %						_	Bewirtschaftu				23.86 % 27.84 %			
D-CH	1'150'000		88.46 19'969 64.60							_	Technische Kosten			4'900.00				
F-CH	150'000	11.54	1'653	11.02						Media-Honorar					4.55 % 44.87 %			
I-CH Total	0 1'300'000	0.00 100%	0 21'622	0.00 75.62								Agentur Service:	Total Kosten Agentur Service: 17' Total Kosten Agentur Service: 39'					

					EINSAT	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



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										MEDIA	- UND KO	STEN PLA	NUNG		
PLATZIERUNG				DETAILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	
Display															
FamilyChannel_I	ASH zertifizierte Netw	verkbuchung (Sitelia	st gemäss separater	nfo) 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	6'612.0
TANGO_Tamedi	a & Goldbach Netzwe	erk		Familien Tar	geting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.0
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.0
Mobile															
Admeira Digital N	letwork			Familien Tar	getingFC 2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Total Mobile								400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Social-Media															
Facebook				Repost-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Total Social-Me	dia							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Live-Targeting															
						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Live-Targe	eting							0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Media								1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.0
CDDACUE	WEDDEDDUCK	ANTELL INLO/	VOCTENI NI/NI	ANITEH INLO/							nung & Setu				43.75 %
SPRACHE D-CH	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60							wirtschaftung chnische Kos				23.86 % 27.84 %
F-CH	150'000	11.54	1'653	11.02							dia-Honorar				4.55 %
I-CH	0	0.00	0	0.00								entur Service:			44.87 %
Total	1'300'000	100%	21'622	75.62								entur Service:			100.00 %

EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG												
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					
0	0	0	0	0	0	0	0	Nachlieferung bei Unterliefe				

