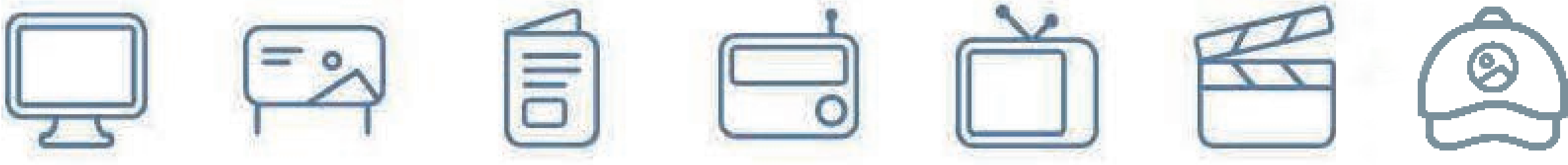


# Kostenübersicht Media-Planung



Kampagne  
**Casinotheater 2019**

Laufzeit  
**01.06.2019 - 05.01.2020**

Version  
**5eg**

Datum  
**18.06.2020**

Mediagattung	Kosten in CHF	in %
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Online	128'203.59	96.26
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Total Mediakosten	128'203.59	96.26
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Agentur-Services	Kosten in CHF	in %
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Planung & Setup	0.00	0.00
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Bewirtschaftung	0.00	0.00
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Technische Kosten	107.39	0.08
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Media-Honorar	4'871.74	3.66
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Total Servicekosten	4'979.13	3.74
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Total ohne MWST	133'182.72	100.00
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Total inkl. MWST	143'437.79	107.70
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Bemerkungen
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# Kampagne Casinotheater 2019

Laufzeit  
**01.06.2019 - 29.12.2019**

Version  
**V 1.10**

Datum  
**08.06.2020**

				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(34)	Hypotheckenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00
Comparis(35)	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(36)	(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
Homegate(37)	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	19'858.91

Erstfinanzierer - Mobile											
Aymo Livetargeting(38)	(20min, 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(39)	(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(40)	(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(41)	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(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000		6'000.00
Facebook(43)	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000		3'000.00
Facebook(44)	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	9'800.00

Hypo 55 Plus - Display											
Admeira Wirtschaftsnetz(45)	(Cash / Handelszeitung / Bilanz / finanzen.ch), Altertargeting 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(46)	Altertargeting 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(47)	Altertargeting 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(48)	Altertargeting 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(49)	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(50)	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(51)	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

[illegible][illegible][illegible][illegible][illegible]



Tamedia Full Reach(52)	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(53)	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

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

107	107	107	107	107	107	107	107	107	107	107	107	107
178	178	178	178	178	178	178	178	178	178	178	178	178
tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb
0	0	0	0	0	0	0	0	0	0	0	0	0
69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276



# Kampagne Casinotheater 2019

Laufzeit  
**01.06.2019 - 29.12.2019**

Version  
**V 1.10**

Datum  
**08.06.2020**

				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
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Admeira Wirtschaftsnetz(36)	(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
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Facebook(44)	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											
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Total Media												
					2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
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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

107	107	107	107	107	107	107	107	107	107	107	107	107
178	178	178	178	178	178	178	178	178	178	178	178	178
tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	tdb	Nachlieferung bei Unterlieferung
0	0	0	0	0	0	0	0	0	0	0	0	0
69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276