				MEDIA- UND KOSTENPLANUNG						EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG						
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)	KW 52 (21.12)	KW 53 (28.12)
Mobile													'			
NZZ	RoS_WG 43 & Alterstargeting 35+_FC 1/UU/D	D-CH	Mobile Rectangle 300x250	106'000	60.00	6'360.00	15.00	5'406	5.00	48.45	5'135.70	21'200	21'200	21'200	21'200	21'200
Admeira Digital Network	Targeting WG 43 & Alterstargeting 35+	D-CH	Mobile Rectangle 300x250	800'000	27.00	21'600.00	30.00	15'120	5.00	17.96	14'364.00	160'000	160'000	160'000	160'000	160'000
Admeira Digital Network	Targeting WG 43_FC 1/UU/3 Days	D-CH	Mobile PreRoll	100'000	74.00	7'400.00	30.00	5'180	5.00	49.21	4'921.00	20'000	20'000	20'000	20'000	20'000
Bluewin	Targeting WG 43 & Alterstargeting 35+_FC 1/UU/D	D-CH	Mobile Rectangle 300x250	200'000	37.00	7'400.00	30.00	5'180	5.00	24.61	4'921.00	40'000	40'000	40'000	40'000	40'000
20min	Targeting WG 43 & Alterstargeting 35+	D-CH	Mobile PreRoll	100'000	80.00	8'000.00	15.00	6'800	5.00	64.60	6'460.00	20'000	20'000	20'000	20'000	20'000
Tagesanzeiger	RoS_WG 43 Targeting	D-CH	Mobile PreRoll	30'000	90.00	2'700.00	15.00	2'295	5.00	72.68	2'180.25	6'000	6'000	6'000	6'000	6'000
Tagesanzeiger	RoS_WG 43 Targeting_FC 1/UU/D	D-CH	Mobile Rectangle 300x250	100'000	50.00	5'000.00	15.00	4'250	5.00	40.38	4'037.50	20'000	20'000	20'000	20'000	20'000
NZZ	RoS_Targeting WG43	D-CH	Mobile PreRoll	30'000	85.00	2'550.00	40.00	1'530		51.00	1'530.00	6'000	6'000	6'000	6'000	6'000
Geolocated Livetargeting		D-CH	Mobile Rectangle 300x250	240'000	57.00	13'680.00	10.00	12'312	5.00	48.74	11'696.40	48'000	48'000	48'000	48'000	48'000
Geolocated Retargeting		D-CH	Mobile Rectangle 300x250	65'000	67.00	4'355.00	10.00	3'920	5.00	57.29	3'723.53	13'000	13'000	13'000	13'000	13'000
Total Mobile				1'771'000	44.63	79'045.00	210.00	61'993	45.00	33.30	58'969.38	354'200	354'200	354'200	354'200	354'200
Total Media				1'771'000	44.63	79'045.00	210.00	61'993	45.00	33.30	58'969.38	583'922	583'922	583'922	583'922	583'922

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'919'611	100.00	144'162	100.00
Total	2'919'611	100.00	144'162	100.00

Total Media- & Servicekosten exkl. MWST.	100.00 %	CHF 153'554.11
Total Servicekosten exkl. MWST	6.12 %	CHF 9391.67
Media-Honorar	53.73 %	CHF 5045.69
Technische Kosten	1.55 %	CHF 145.98
Bewirtschaftung	13.04 %	CHF 1225
Planung & Setup	31.68 %	CHF 2975

