## KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne TEST 4 Laufzeit
25.11.2019 - 07.12.2019

Version / Datum 1 / 26.11.2019

| Mediagattung      | Kosten in CHF | in %   |
|-------------------|---------------|--------|
| Online            | 0.00          | 0.00   |
| Total             | 0.00          | 0.0    |
| Agentur-Services  | Kosten in CHF | in %   |
| Planung & Setup   | 0.00          | 0.00   |
| Bewirtschaftung   | 0.00          | 0.00   |
| Technische Kosten | 0.00          | 0.00   |
| Media-Honorar     | 0.00          | 0.00   |
| Total             | 0.00          | 0.0    |
| Total ohne MWST   | 0.00          | 100.00 |
| Total inkl. MWST  | 0.00          | 107.70 |

Bemerkungen



## MEDIA-PLANUNG: ONLINE



Kampagne TEST 4 Laufzeit
25.11.2019 - 07.12.2019

Version / Datum 1 / 26.11.2019

|                      |            |             |            |                       | MEDIA- UND KOSTEN PLANUNG |                 |               |                |                     |         |                     |               |
|----------------------|------------|-------------|------------|-----------------------|---------------------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|
| PLATZIERUNG          | DETA       | AILS        | SPRACHE    | FORMAT                | WERBE-<br>DRUCK           | TKP<br>BRUT CHF | KOSTEN<br>CHF | RABATT<br>IN % | KOSTEN<br>NETTO CHF | BK IN % | TKP NET-<br>NET CHF | KOSTEN<br>CHF |
| Display              |            |             |            |                       |                           |                 |               |                |                     |         |                     |               |
| (146)                |            |             | D-CH       | Skyscraper<br>160x600 |                           |                 |               |                |                     |         |                     |               |
| <b>Total Display</b> |            |             |            |                       | 0                         | 0.00            | 0.00          | 0.00           | 0                   | 0.00    | 0.00                | 0.00          |
| asdasdasd            |            |             |            |                       |                           |                 |               |                |                     |         |                     |               |
| (147)                |            |             | D-CH       | Skyscraper<br>160x600 |                           |                 |               |                |                     |         |                     |               |
| Total asdasdasd      | d          |             |            |                       | 0                         | 0.00            | 0.00          | 0.00           | 0                   | 0.00    | 0.00                | 0.00          |
| Mobile               |            |             |            |                       |                           |                 |               |                |                     |         |                     |               |
| (158)                |            |             | D-CH       | Skyscraper<br>160x600 |                           |                 |               |                |                     |         |                     |               |
| <b>Total Mobile</b>  |            |             |            |                       | 0                         | 0.00            | 0.00          | 0.00           | 0                   | 0.00    | 0.00                | 0.00          |
| Total Media          |            |             |            |                       | 0                         | 0.00            | 0.00          | 0.00           | 0                   | 0.00    | 0.00                | 0.00          |
|                      |            |             |            |                       |                           |                 |               | Planung & Se   | otup                |         | 0.00                | 0.00 %        |
| SPRACHE              | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN %           |                           |                 | -             | Bewirtschaftu  |                     |         |                     | 0.00 %        |
| D-CH                 | 0          | 0.00        | 0          | 0.00                  |                           |                 | -             | Technische K   |                     |         |                     | 0.00 %        |
| F-CH                 | 0          | 0.00        | 0          | 0.00                  | _                         |                 |               | Media-Honora   | ar                  | (       | 0.00                | 0.00 %        |
| I-CH                 | 0          | 0.00        | 0          | 0.00                  | _                         |                 | _             | Total Kosten   | Agentur Service     | e: (    | ).00                | 0.0 %         |
| Total                | 0          | 100%        | 0          | 0.00                  |                           |                 |               | Total Kosten   | Agentur Service     | e: (    | 0.00                | 100.00 %      |

| EINSATZZEITRAUM UND<br>WERBEDRUCKVERTEILUNG |       |                                     |  |  |
|---|-------|-------------------------------------|--|--|
| KW 48<br>(25.11)                            |       | KW 49<br>(02.12)                    |  |  |
|   |       |                                     |  |  |
|   | folgt | Nachlieferung bei<br>Unterlieferung |  |  |
|   |       |                                     |  |  |
|   |       |                                     |  |  |
|   | folgt | Nachlieferung bei<br>Unterlieferung |  |  |
|   |       |                                     |  |  |
|   |       |                                     |  |  |
|   | folgt | Nachlieferung bei<br>Unterlieferung |  |  |
|   |       |                                     |  |  |
|   |       |                                     |  |  |

