## MEDIA-PLANUNG: ONLINE



Kampagne Teilzeit\_Q2-Q4-2019 Online Laufzeit 01.07.2019 - 27.10.2019 Datum
15.08.2019 / C Live

				MEDIA- UND KOSTEN PLANUNG								
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	
Branding Video												
Tamedia Netzwerk Full Reach	20Minuten, Tagi, Der Bund, Ricardo, Tutti, Homegate, Immostreet etc. exkl. Finanztitel, FC 1/UU/D	D-CH	Skyscraper 160x600	500'000	50.00	25'000.00	15.00	21'250	15.00	36.13	18'062.50	
Tamedia Netzwerk Full Reach	20Minutes, 24heures, Ricardo, Tutti, Homegate, Immostreet etc. exkl. Finanztitel)_FC 1/UU/D	F-CH	Mobile Wideboard 320x160	300'000	45.00	13'500.00	15.00	11'475	15.00	32.51	9'753.75	
adsasdasd	xbvxfgdsfg	D-CH	Skyscraper 160x600	23	0.00	0.00	0.00	0	0.00	0.00	0.00	
Tagesanzeiger	Rubrik Kino	D-CH	Skyscraper 160x600	500'000	30.00	15'000.00	50.00	7'500	15.00	12.75	6'375.00	
BLICK	UMFELD SPORT	D-CH	Wideboard 994x250	250'000	35.00	8'750.00	14.00	7'525	15.00	25.59	6'396.25	
Total Branding Video				1'550'023	160.00	62'250.00	94.00	47'750	60.00	106.97	40'587.50	
Reichweite Display & Mobile												
		D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00	
				0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total Reichweite Display & Mobile				0	0.00	0.00	0.00	0	0.00	0.00	0.00	
GoLive Promo												
		D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total GoLive Promo				0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Affinität AlwaysOn Display												
		D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total Affinität AlwaysOn Display				0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Affinität Mobile Livetargeting												
		D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total Affinität Mobile Livetargeting				0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total Media				1'550'023	160.00	62'250.00	94.00	47'750	60.00	106.97	40'587.50	
								Planung & Setup		10'710.00	53.44 %	
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %				Bewirtschaftung		3'400.00	16.97 %	
D-CH	1'250'023	80.65	30'834	74.46				Technische Kosten		93.00	0.46 %	
F-CH	300'000	19.35	9'754	32.51				Media-Honorar		4'137.57	20.65 %	
I-CH	0	0.00	0	0.00				test123		1'700.00	8.48 %	
Total	1'550'023	100%	40'588	106.97				Total Kosten Agent	ur Service:	20'040.57	33.05 %	

EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG											
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)
29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412
29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412
29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412
29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412
29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412	29'412
77'942	91'178	91'178	91'178	91'178	91'178	91'178	91'178	91'178	91'178	91'178	
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	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	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	0	0	0	0	0	0	0	0	
77'942	91'178	91'178	91'178	91'178	91'178	91'178	91'178	91'178	91'178	91'178	

