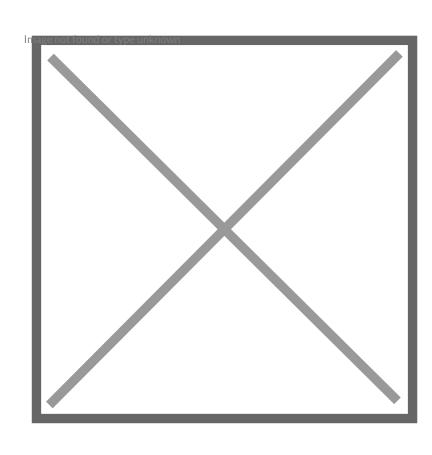
Kostenübersicht Media-Planung





Kampagne

RAN 2020

Laufzeit

30.11.2020 - 03.01.2021

Datum 23.11.2020

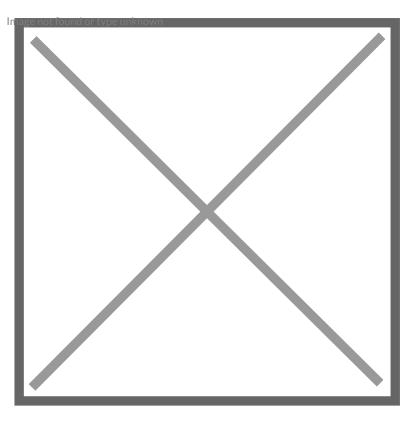
Mediagattung	Version	Kosten in CHF	in %
Online	V 1.169 / 17.11.2020	39'210.31	87.13
Print	V 1.2 / 17.11.2020	0.00	0.00
Total Mediakosten		39'210.31	87.13

Agentur-Services	Kosten in CHF	in %
Planung & Setup	3'150.00	7.00
Bewirtschaftung	1'225.00	2.72
Technische Kosten	42.43	0.09
Media-Honorar	1'372.36	3.05
Total Servicekosten	5'789.79	12.87
Total ohne MWST	45'000.10	100.00
Total inkl. MWST	48'465.11	107.70

Bemerkungen	







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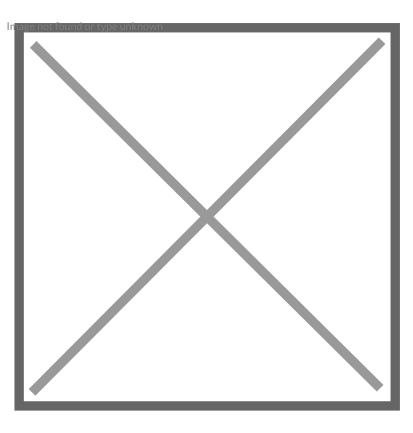
30.11.2020 - 03.01.2021

Datum 23.11.2020

						MEDIA- UND KOSTENPLANUNG							EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG					
PLATZIERUNG	DETA	AILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET		KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)	KW 52 (21.12)	KW 53 (28.12)	
Display																		
Tagesanzeiger	RoS_V 1/UU/	WG43 Targeting_FC /D	D-CH	Wideboard 994x250 & Halfpage 300x600	100'000	70.00	7'000.00	15.00	5'950	5.00	56.53	5'652.50	20'000	20'000	20'000	20'000	20'000	
Tagesanzeiger	RoS_V	NG43 Targeting	D-CH	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	
NZZ	RoS_V	NG 43 Targeting	D-CH	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	
NZZ	RoS_V 1/UU/	WG 43 Targeting_FC /D	D-CH	Halfpage 300x600	70'000	80.00	5'600.00	40.00	3'360		48.00	3'360.00	14'000	14'000	14'000	14'000	14'000	
Admeira Digital Network_Targeting WC 1/UU/3 Days		ting WG 43_FC 1/U	U/3 D-CH	PreRoll	80'000	74.00	5'920.00	30.00	4'144	5.00	49.21	3'936.80	16'000	16'000	16'000	16'000	16'000	
Admeira Digital Network_Targeting WC 1/UU/3 Days		3 & Alterstargeting FC 1/UU/W	D-CH	Wideboard 994x250 & Halfpage 300x600	220'000	32.00	7'040.00	30.00	4'928	5.00	21.28	4'681.60	44'000	44'000	44'000	44'000	44'000	
Bluewin		3 & Alterstargeting FC 1/U/3 D	D-CH	Wideboard 994x250 & Halfpage 300x600	100'000	37.00	3'700.00	30.00	2'590	5.00	24.61	2'460.50	20'000	20'000	20'000	20'000	20'000	
20min	WG 4	3 & Alterstargeting	35+ D-CH	PreRoll	118'611	85.00	10'081.94	15.00	8'570	5.00	68.64	8'141.16	23'722	23'722	23'722	23'722	23'722	
				Skyscraper 160x600									tbd	tbd	tbd	tbd	tbd	
Doodle	Alters	stargeting 35+ & WC	G 43 D-CH	VideoWall	100'000	90.00	9'000.00	15.00	7'650	5.00	72.68	7'267.50	20'000	20'000	20'000	20'000	20'000	
Total Display	,		,		848'611	63.15	53'591.94	230.00	41'017	35.00	46.21	39'210.31	169'722	169'722	169'722	169'722	169'722	
Mobile																		
Total Mobile					0	0.00	0.00	0.00	0	0.00	0.00	0.00						
Total Media					848'611	63.15	53'591.94	230.00	41'017	35.00	46.21	39'210.31	169'722	169'722	169'722	169'722	169'722	
							Bewirtsch	Planung & Setup Bewirtschaftung Technische Kosten			54.41 % 21.16 % 0.73 %	CHF 3150 CHF 1225 CHF 42.43						
SPRACHE WE	ERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %			Media-Ho	norar			23.70 %	CHF 1372.36						
D-CH	848'611	100.00	39'210	100.00			Total Serv	ricekosten exkl.	MWST		12.87 %	CHF 5789.79						
Total	848'611	100.00	39'210	100.00			Total Med	dia- & Servicek	osten exkl. M	WST.	100.00 %	CHF 45'000.10						







Kampagne

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Laufzeit

03.12.2020 - 18.12.2020

Datum 23.11.2020



