KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 Version / Datum V1.3 / 16.10.2019

Mediagattung	Kosten in CHF	in %
Online	21'622.00	100.00
Total	21'622.00	55.13
Agentur-Services	Kosten in CHF	in %
Planung & Setup	7'700.00	43.75
Bewirtschaftung	4'200.00	23.86
Technische Kosten	4'900.00	27.84
Media-Honorar	800.63	4.55
Total	17'600.63	44.87
Total ohne MWST	39'222.63	100.00
Total inkl. MWST	42'242.77	107.70

Bemerkungen



MEDIA-PLANUNG: ONLINE



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									MEDIA	A- UND KO	STEN PLAN	NUNG		
PLATZIERUNG		DETA	AILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display														
FamilyChannel_I Netwerkbuchung Info)(214)	ASH zertifizierte (Sitelist gemäss sepa		rgeting CH_FC 2/UL	J/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.00
TANGO_Tamedi	a & Goldbach Netzwe	rk(219) Famil	lien Targeting FC 2/L	JU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.00
Total Display							750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00
Mobile														
Admeira Digital N	Network(215)	Famil	lien TargetingFC 2	2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Social-Media														
Facebook(216)		Repo	st-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Total Social-Med	dia						150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting														
(217)					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Live-Targe	eting						0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Media							1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.00
CDDACUE	WEDDEDDUCK	ANTEH IN 0/	VOCTENI NI/N	ANITEH IN 0/					_	Planung & Se				43.75 %
SPRACHE D-CH	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60					_	Bewirtschaftu Technische K				23.86 % 27.84 %
F-CH	150'000	11.54	1'653	11.02					_	Media-Honora				4.55 %
I-CH	0	0.00	0	0.00					_	Total Kosten	Agentur Service:			44.87 %
Total	1'300'000	100%	21'622	75.62						Total Kastan	Agentur Service:	2	39'222.63	100.00 %

						EINSATZ	ZZEITRAU	JM UND W	ERBEDR	UCKVERT	EILUNG					
	KW 25 (17.06)	KW 26 (24.06)	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)	KW 39 (23.09)	KW 40 (30.09)
0	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
)	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
0	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609
)	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
)	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
)	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
)	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
)	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
	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798



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										MEDIA	- UND KO	STEN PLAI	NUNG		
PLATZIERUNG				DETAI	LS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %		KOSTEN CHF
Display															
FamilyChannel_I	IASH zertifizierte Netw	verkbuchung (Siteli	st gemäss separater	r Info)(214) IP Targ	geting CH_FC 2/UU/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.00
TANGO_Tamedi	ia & Goldbach Netzwe	erk(219)		Familie	en Targeting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.00
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00
Mobile															
Admeira Digital N	Network(215)			Familie	en TargetingFC 2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Total Mobile								400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Social-Media															
Facebook(216)				Repost	t-Ads	D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Total Social-Med	dia							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting															
(217)						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Live-Targe	eting							0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Media								1!200!000	21.10	40'550.00	165.00	22/760	20.00	16.62	21'622.00
Total Media								1'300'000	31.19	40 550.00	165.00	22 / 60	20.00	10.03	21022.00
										Pla	nung & Setup		7'7	00.00	43.75 %
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %						Bev	virtschaftung		4'2	00.00	23.86 %
D-CH	1'150'000	88.46	19'969	64.60						Tec	hnische Kost	en	4'9	00.00	27.84 %
F-CH	150'000	11.54	1'653	11.02						Med	lia-Honorar		800	0.63	4.55 %
I-CH	0	0.00	0	0.00						Tota	al Kosten Age	entur Service:	17'	600.63	44.87 %
Total	1'300'000	100%	21'622	75.62						Total	al Kosten Age	entur Service:	39'	222.63	100.00 %

NG	ERTEILUI	DRUCKV	WERBE	AUM UND	TZZEITR	EINSA		
KW 49 (02.12)	KW 48 (25.11)	KW 47 (18.11)	KW 46 (11.11)	KW 45 (04.11)	KW 44 (28.10)	KW 43 (21.10)	KW 42 (14.10)	KW 41 (07.10)
	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
Nachlieferung bei Unterlieferun	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609
	4.010.0=	40100=	40100-	40100=	40100=	40100=		
Nachlieferung bei Unterlieferun	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
Nachlieferung bei Unterlieferun	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
Nachlieferung bei Unterlieferun	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0

