				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)
Social-Media																
Facebook	Targeting WG 43 & Alterstargeting 35+	D-CH	Paid Post - Video Ad		8'000.00	8'000.00		8'000			8'000.00	tbd	tbd	tbd	tbd	tbd
Facebook	Targeting WG 43 & Alterstargeting 35+	D-CH	Paid Post - Image Ad			4'000.00		4'000			4'000.00	tbd	tbd	tbd	tbd	tbd
Facebook	Retargeting VideoViews	D-CH	Paid Post - Rechner			2'000.00		2'000			2'000.00	tbd	tbd	tbd	tbd	tbd
Facebook	Targeting WG 43 & Alterstargeting 35+	D-CH	Promoted Post			2'000.00		2'000			2'000.00	tbd	tbd	tbd	tbd	tbd
Instagram	Targeting WG 43 & Alterstargeting 35+	D-CH	Story Ad - Rechner			1'000.00		1'000			1'000.00	tbd	tbd	tbd	tbd	tbd
LinkedIn	Targeting WG 43 & Alterstargeting 35+	D-CH	Sponsored Content_VideoAD			4'000.00		4'000			4'000.00	tbd	tbd	tbd	tbd	tbd
LinkedIn	Retargeting Video Views	D-CH	Sponsored Content_VideoAD Rechner			1'000.00		1'000			1'000.00	tbd	tbd	tbd	tbd	tbd
Total Social-Media		,		0	8'000.00	22'000.00	0.00	22'000	0.00	0.00	22'000.00	0	0	0	0	0
Total Media				0	8'000.00	22'000.00	0.00	22'000	0.00	0.00	22'000.00	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 153'554.1
Total Servicekosten exkl. MWST	6.12 %	CHF 9391.6
Media-Honorar	53.73 %	CHF 5045.6
Technische Kosten	1.55 %	CHF 145.9
Bewirtschaftung	13.04 %	CHF 122
Planung & Setup	31.68 %	CHF 297

