KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Version / Datum

Version 1.3 / Variante Medium / 18.10.2019

Mediagattung	Kosten in CHF	in %
Online	21'622.00	100.00
Total	21'622.00	55.13

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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									MEDI	A- UND KC	STEN PLAN	NUNG		
PLATZIERUNG		DET	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_landel_landel_landel_landell	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_Tamedia	a & Goldbach Netzwe	rk Fami	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	letwork	Fami	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		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														
					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
									_	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					_					44.87 %
Total	1'300'000	100%	21'622	75.62						Total Kosten Agentur Service: 17'600 Total Kosten Agentur Service: 39'222				100.00 %

					EINSAT	ZZEITRAL	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)
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
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 PLA	NUNG		
PLATZIERUNG				DETAILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	
Display															
FamilyChannel_I	IASH zertifizierte Netw	verkbuchung (Sitelis	st gemäss separater	nfo) IP Targeting	CH_FC 2/UU/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.0
TANGO_Tamedi	ia & Goldbach Netzwe	rk		Familien Tar	geting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.0
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.0
Mobile															
Admeira Digital N	Network			Familien Tar	getingFC 2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Total Mobile								400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Social-Media															
Facebook				Repost-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Total Social-Me	dia							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Live-Targeting															
						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Live-Targe	eting							0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Media								1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.0
CDDACUE	WEDDEDDUCK	ANITEH INLO/	KOSTENI NIN	ANITEH INLO/							nung & Setu				43.75 %
SPRACHE D-CH	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60							wirtschaftung chnische Kos				23.86 % 27.84 %
F-CH	150'000	11.54	1'653	11.02							dia-Honorar				4.55 %
I-CH	0	0.00	0	0.00								entur Service:			44.87 %
Total	1'300'000	100%	21'622	75.62								entur Service:			100.00 %

	EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG													
KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)	KW 46 (11.11)	KW 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)						
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	Nachlieferung bei Unterlieferung						
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	Nachlieferung bei Unterlieferung						
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	Nachlieferung bei Unterlieferung						
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522							
0	0	0	0	0	0	0	0	Nachlieferung bei Unterlieferung						
0	0	0	0	0	0	0	0							
			0					Nachilelerung bei Unterlielerung						

