## Kostenübersicht Media-Planung





Kampagne
Casinotheater 2019

Bemerkungen

Laufzeit
03.04.2019 - 05.01.2020

Version

Datum 28.05.2020

Mediagattung	Kosten in CHF	in %
Online	128'203.59	96.26
Total Mediakosten	128'203.59	96.26

Agentur-Services	Kosten in CHF	in %
Planung & Setup	0.00	0.00
Bewirtschaftung	0.00	0.00
Technische Kosten	107.39	0.08
Media-Honorar	4'871.74	3.66
Total Servicekosten	4'979.13	3.74
Total ohne MWST	133'182.72	100.00
Total inkl. MWST	143'437.79	107.70







Datum

26.05.2020

Version

V 1.11

Kampagne Casinotheater 2019

Laufzeit 03.04.2019 - 29.12.2019

						MEDIA	- UND KOS	STEN PLA	NUNG								EINS	ATZZEITRAU	M UND WE	RBEDRUCK	VERTEILUN	NG					
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT		RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 14 (01.04)	KW 15 (08.04)	KW 16 (15.04)	KW 17 (22.04)	KW 18 (29.04)	KW 19 (06.05)	KW 20 (13.05)	KW 21 (20.05)	KW 22 (27.05)	KW 23 (03.06)	KW 24 (10.06)	KW 25 (17.06)	KW 26 (24.06)	KW 27 (01.07)	KW 28 (08.07)	KW 29 (15.07)
Erstfinanzierer - Display																											
Comparis	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	769	769	769	769	769	769	769	769	769	769	769	769	769	769	769	769
Comparis	Hypothekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86	998	998	998	998	998	998	998	998	998	998	998	998	998	998	998	998
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102
Homegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612
Erstfinanzierer - Mobile																											
Aymo Livetargeting	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666
<b>Total Erstfinanzierer - Mobile</b>				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383
Erstfinanzierer - Social Media																											
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd															
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd															
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd															
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43		Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261
Hypo 55 Plus - Branded Conte	ent																										
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974
Cash.ch	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666
Erstfinanzierer & Hypo 55 Plus - Performance																											
Audienzz Business Click	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142
Erstfinanzierer & Hypo 55 Plus - SEA				·											·	·											
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd															
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Media				2'147'775	75.10	1611450.00	270.00	10.0011	00.00		1001000 70	55'064			55'064	55'064	55'064	55'064	55'064		55'064	55'064	55'064	55'064	55'064	55'064	

D-CH 2'147'775 100.00 128'204	100.00
SPRACHE WERBEDRUCK ANTEIL IN % KOSTEN N	//N ANTEIL IN %

otal Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72
otal Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
<b>Iedia-Honorar</b>	97.84 %	CHF 4871.74
<b>Technische Kosten</b>	2.16 %	CHF 107.39
Sewirtschaftung	0.00 %	CHF 0
Planung & Setup	0.00 %	CHF 0







Datum

26.05.2020

Kampagne
Casinotheater 2019

Casinotheater 2019

Version Val.11 Val.11

						MEDIA-	UND KOS	TEN PLA	NUNG								EINSA	TZZEITRAU	M UND WE	RBEDRUCKV	VERTEILUN	G					
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT		RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	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)	KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)
Erstfinanzierer - Display																											
Comparis	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	769	769	769	769	769	769	769	769	769	769	769	769	769	769	769	769
Comparis	Hypothekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40		998	998	998	998	998	998	998	998	998	998	998	998	998	998	998	998
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102	4'102
Homegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743	1'743
Total Erstfinanzierer - Display	7			296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612	7'612
Erstfinanzierer - Mobile																											
Aymo Livetargeting	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128	5'128
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384	5'384
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666	5'666
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383	19'383
Erstfinanzierer - Social Media																											
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd															
Facebook	Paid		Paid Post (Carousel			3'000.00		3'000			3'000.00		tbd		tbd	tbd	tbd		tbd					tbd		tbd	tbd
Facebook	Owned - 2 Posts	D-CH	Ad) Promoted Post			800.00		800			800.00	tbd	tbd	tbd	tbd	tbd	tbd	thd	tbd	thd	tbd	thd	tbd	thd	tbd	tbd	tbd
Total Erstfinanzierer - Social Media		Den		0	0.00		0.00	9'800	0.00	0.00	9'800.00															0	
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43		Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403	4'403
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205	3'205
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400	1'400
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253	2'253
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261	11'261
Hypo 55 Plus - Branded Conte	nt																										
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974	8'974
Cash.ch	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692	7'692
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666	16'666
Erstfinanzierer & Hypo 55 Plus - Performance																											
Audienzz Business Click	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142
Erstfinanzierer & Hypo 55 Plus - SEA																											
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd															
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

D-CH 2'147'775 100.00 128'204 100.00	
SPRACHE WERBEDRUCK ANTEIL IN % KOSTEN N/N ANTEI	L IN %

Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Media-Honorar	97.84 %	CHF 4871.74
Technische Kosten	2.16 %	CHF 107.39
Bewirtschaftung	0.00 %	CHF 0
Planung & Setup	0.00 %	CHF 0







Kampagne

Casinotheater 2019

Laufzeit

03.04.2019 - 29.12.2019

Version Val.11

Datum 26.05.2020

						WIEDIA:	UND KO	STEN PLA	NUNG				LIN	SATZZEITRA	TOW CIND W				
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 46 (11.11)	KW 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)	KW 50 (09.12)	KW 51 (16.12)	KW 52 (23.12)	KW (30.
Erstfinanzierer - Display																			
Comparis	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	769	769	769	769	769	769	769	
Comparis	Hypothekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86	998	998	998	998	998	998	998	Nachlioforung b
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00	4'102	4'102	4'102	4'102	4'102	4'102	4'102	Nachlieferung b Unterlieferung
Homegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	1'743	1'743	1'743	1'743	1'743	1'743	1'743	
<b>Total Erstfinanzierer - Display</b>				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	7'612	7'612	7'612	7'612	7'612	7'612	7'612	
Erstfinanzierer - Mobile																			
Aymo Livetargeting	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	3'205	3'205	3'205	3'205	3'205	3'205	3'205	
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	5'128	5'128	5'128	5'128	5'128	5'128	5'128	Nachlieferung l
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	5'384	5'384	5'384	5'384	5'384	5'384	5'384	Unterlieferun
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	5'666	5'666	5'666	5'666	5'666	5'666	5'666	
<b>Total Erstfinanzierer - Mobile</b>				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	19'383	19'383	19'383	19'383	19'383	19'383	19'383	
Erstfinanzierer - Social Media																			
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd							
Facebook	Paid	D-CH	Paid Post (Carousel			3'000.00		3'000			3'000.00	tbd	Nachlieferung						
Facebook	Owned - 2 Posts	D-CH	Ad) Promoted Post			800.00		800			800.00	tbd	Unterlieferur						
Total Erstfinanzierer - Social				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	0	0	0	0	
Media																			
Hypo 55 Plus - Display																			
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	4'403	4'403	4'403	4'403	4'403	4'403	4'403	
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	3'205	3'205	3'205	3'205	3'205	3'205	3'205	Nachlieferung Unterlieferun
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	1'400	1'400	1'400	1'400	1'400	1'400	1'400	
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	2'253	2'253	2'253	2'253	2'253	2'253	2'253	
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	11'261	11'261	11'261	11'261	11'261	11'261	11'261	
<b>Hypo 55 Plus - Branded Content</b>																			
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	8'974	8'974	8'974	8'974	8'974	8'974	8'974	Nachlieferung l
Cash.ch	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	7'692	7'692	7'692	7'692	7'692	7'692	7'692	Unterlieferur
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	16'666	16'666	16'666	16'666	16'666	16'666	16'666	
Erstfinanzierer & Hypo 55 Plus - Performance																			
Audienzz Business Click	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	57	57	57	57	57	57	57	Nachlieferung
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00	85	85	85	85	85	85	85	Unterlieferun
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10	142	142	142	142	142	142	142	
Erstfinanzierer & Hypo 55 Plus - SEA																			
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	Nachlieferung Unterlieferu						
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	0	0	0	0	0	0	Omerneferur

Total	2'147'775	100.00	128'204	100.00
D-CH	2'147'775	100.00	128'204	100.00
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Media-Honorar	97.84 %	CHF 4871.74
Technische Kosten	2.16 %	CHF 107.39
Bewirtschaftung	0.00 %	CHF 0
Planung & Setup	0.00 %	CHF 0

