KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne TEST GUY Laufzeit
01.07.2019 - 31.08.2019

Version / Datum kkj / 09.10.2019

| Mediagattung | Kosten in CHF | in % |
|-------------------|---------------|--------|
| Online | 95'000.00 | 100.00 |
| Print | 0.00 | 0.00 |
| Total | 95'000.00 | 94.30 |
| Agentur-Services | Kosten in CHF | in % |
| Planung & Setup | 100.00 | 1.74 |
| Bewirtschaftung | 100.00 | 1.74 |
| Technische Kosten | 2'009.02 | 35.02 |
| Media-Honorar | 3'528.33 | 61.50 |
| Total | 5'737.35 | 5.70 |
| Total ohne MWST | 100'737.35 | 100.00 |
| Total inkl. MWST | 108'494.12 | 107.70 |

Bemerkungen



MEDIA-PLANUNG: ONLINE



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| | | | | | | | | | | MED | MEDIA- UND KOSTEN PLANUNG | | | | |
|-----------------|------------|-------------|------------|-------------|--|---------|--------------------|-----------------|-----------------|---------------|---------------------------|---------------------|---------|---------------------|---------------|
| PLATZIERUNG | | | DETAILS | | | SPRACHE | FORMAT | WERBE- DRUCK | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF |
| Display | | | | | | | | | | | | | | | |
| wef awe fawe fa | awe fawe | | | | | F-CH | Skyscraper 160x600 | 100'000 | 100.00 | 10'000.00 | 0.00 | 10'000 | 0.00 | 100.00 | 10'000.00 |
| test | | | | | | D-CH | Halfpage 300x600 | 200'000 | 400.00 | 80'000.00 | 0.00 | 80'000 | 0.00 | 400.00 | 80'000.00 |
| Total Display | | | | | | | | 300'000 | 300.00 | 90'000.00 | 0.00 | 90'000 | 0.00 | 300.00 | 90'000.00 |
| Facebook | | | | | | | | | | | | | | | |
| | | | | | | D-CH | Skyscraper 160x600 | 50'000 | 100.00 | 5'000.00 | 0.00 | 5'000 | 0.00 | 100.00 | 5'000.00 |
| Total Faceboo | k | | | | | | | 50'000 | 100.00 | 5'000.00 | 0.00 | 5'000 | 0.00 | 100.00 | 5'000.00 |
| Branded Conte | ent | | | | | | | | | | | | | | |
| | | | | | | D-CH | Skyscraper 160x600 | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total Branded | Content | | | | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| test | | | | | | | | | | | | | | | |
| | | | | | | D-CH | Skyscraper 160x600 | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total test | | | | | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total Media | | | | | | | | 350'000 | 271.43 | 95'000.00 | 0.00 | 95'000 | 0.00 | 271.43 | 95'000.00 |
| | | | | | | | | | | | Pla | nung & Setup | | 100.00 | 1.74 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | | | | Bev | Bewirtschaftung | | 100.00 | 1.74 % |
| D-CH | 250'000 | 71.43 | 85'000 | 500.00 | | | | | | | | Technische Kosten | | | 35.02 % |
| F-CH | 100'000 | 28.57 | 10'000 | 100.00 | | | | | | | Me | dia-Honorar | | 3'528.33 | 61.50 % |

| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | | | | |
|--|------------------|------------------|--------|--------|------------------|------------------|------------------|------------------|--|--|--|--|--|
| KW 27 (01.07) | KW 28 (08.07) | KW 29 (15.07) | | | KW 32 (05.08) | KW 33 (12.08) | KW 34 (19.08) | KW 35 (26.08) | | | | | |
| | | | | | | | | | | | | | |
| 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | | | | | |
| 22'222 | 22'222 | 22'222 | 22'222 | 22'222 | 22'222 | 22'222 | 22'222 | 22'222 | | | | | |
| 33'333 | 33'333 | 33'333 | 33'333 | 33'333 | 33'333 | 33'333 | 33'333 | 33'333 | | | | | |
| | | | | | | | | | | | | | |
| 1'099 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | | | | | |
| 1'099 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | 5'556 | | | | | |
| | | | | | | | | | | | | | |
| 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 | 0 | 0 | 0 | 0 | | | | | |
| 34'432 | 38'889 | 38'889 | 38'889 | 38'889 | 38'889 | 38'889 | 38'889 | 38'889 | | | | | |

