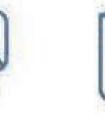
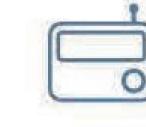
Kostenübersicht Media-Planung





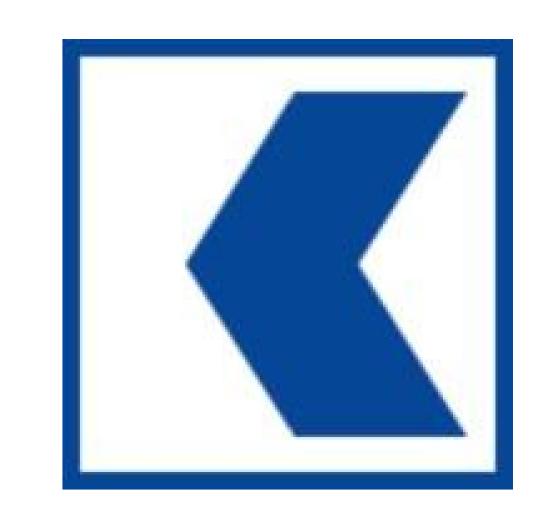












Kampagne Version Laufzeit Datum Casinotheater 2019 19.08.2019 - 05.01.2020 23.05.2020

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

Bemerkungen			







Kampagne
Casinotheater 2019 Laufzeit Version

19.08.2019 - 29.12.2019

						MEDIA-	UND KOS	TEN PLANU	JNG								EIN	NSATZZEIT	RAUM UND V	VERBEDRUC	KVERTEILU	ING					
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF			OSTEN IETTO CHF	SK IN %	TKP NET- K NET CHF C	COSTEN		(W 35 26.08)		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)	KW 46 (11.11)		KW 48 (25.11)	KW 49 (02.12)
Erstfinanzierer - Display																											
Comparis	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578
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	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050
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	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421
Homegate	Kaufabsicht Targeting, WG 43	D-CH		68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	15'627	15'627	15'627	15'627	15'627	15'627	15'627	7 15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627
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	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578
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	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526
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	11'052	11'052	11'052	11'052	11'052	11'052	11'052	2 11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052
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	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787
Erstfinanzierer - Social Media																											
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbc	I tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbo	I tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	tbd	tbd	tbd	tbo	l tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	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	C	0	0	0	0	0	0	0	0	0
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	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038
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	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578
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	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874
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	4'626	4'626	4'626	4'626	4'626	4'626	4'626	6 4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626
Total Hypo 55 Plus - Display			Trailpage 300x000	439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116
Hypo 55 Plus - Branded Content																											
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	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421
Cash.ch	Fixplatzierung 2 Wochen, WG	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210
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	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00			175	175	175	175	175	175			175	175	175	175	175	175	175	175
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	292	292	292	292	292	292	292	292	292	292	292	292	292	292	292	292

Erstfinanzierer a Plus - SEA	& Hypo 55													
Google AdWords		Umgestetzt durch Web	orepublic D-CH	Bild-Text			10'000.0	0	10'000			10'000.00	tbd	
Total Erstfinanz 55 Plus - SEA	ierer & Hypo				0	0.00	10'000.0	0.00	10'000	0.0	0.00	10'000.00	0	
Total Media					2'147'775	75.18	161'459.9	9 250.00	134'611	90.0	0 59.69	128'203.59	113'032	
								Planung & Setu	p		0	0.00 %		
								Bewirtschaftung	g		0	0.00 %		
								Technische Kos	sten		107.39	2.16 %		
SPRACHE	WERBEDRUCI	K ANTEIL IN %	KOSTEN N/N	ANTEIL IN %				Media-Honorar			4871.74	97.84 %		
D-CH	2'147'775	100.00	128'204	100.00				Total Serviceko	sten exkl. MwSt.		4979.13	3.74 %		
Total	2'147'775	100.00	128'204	100.00				Total Media- & S	Servicekosten exl	kl. MwSt.	133'182.72	100.00 %		



GonlineMedia-Planung



Kampagne

Casinotheater 2019

Laufzeit

19.08.2019 - 29.12.2019

						MEDIA	A- UND KO	STEN PLA	NUNG					EITRAUM UI	
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	KW 50 (09.12)	KW 51 (16.12)	KW 52 (23.12)	KW 01 (30.12)
Erstfinanzierer - Display															
Comparis	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	1'578	1'578	1'578	
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	2'050	2'050	2'050	
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	8'421	8'421	8'421	Nachlieferun Unterlieferu
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	3'578	3'578	3'578	
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	15'627	15'627	15'627	
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	6'578	6'578	6'578	
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	10'526	10'526	10'526	Nachlieferun
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	11'052	11'052	11'052	- Unterliefer
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	11'631	11'631	11'631	
Total Erstfinanzierer - Mobile	43			756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	39'787	39'787	39'787	
Erstfinanzierer - Social Media															
_inkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	Nachlieferur Unterliefer
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	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	
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	9'038	9'038	9'038	
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	6'578	6'578	6'578	
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	2'874	2'874	2'874	Nachlieferu Unterliefe
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	4'626	4'626	4'626	
Total Hypo 55 Plus - Display			Tranpage GooxGoo	439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	23'116	23'116	23'116	
Hypo 55 Plus - Branded															
NZZ RoS	monatl. Fixplatzierung,	D-CH	Teaser &	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	18'421	18'421	18'421	
Cash.ch	Alterstargeting 55+, WG 43 Fixplatzierung 2 Wochen, WG	D-CH	Splashsite Teaser &	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	15'789	15'789	15'789	Nachlieferui Unterliefe
Total Hypo 55 Plus - Branded Content	43		Splashsite	650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	34'210	34'210	34'210	
Erstfinanzierer & Hypo 55															
Plus - Performance Audienzz Business Click	Cost per Click CHF 3.00, WG	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	117	117	117	
	43														Nachlieferur Unterliefe
Famedia 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	175	175	175	

Version

Total Erstfinanzi 55 Plus - Perforn						5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10		292	292	292	
Erstfinanzierer & Plus - SEA	k Hypo 55																	
Google AdWords	Un	ngestetzt durch Webr	republic D-0	H Bild-Tex	t			10'000.00		10'000			10'000.00		tbd	tbd	tbd	Nachlieferung bei Unterlieferung
Total Erstfinanzi	erer & Hypo					0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00		0	0	0	
Total Media						2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	1	13'032	113'032	113'032	
Total Media						2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	1	13'032	113'032	113'032	
Total Media						2'147'775	75.18		Planung & Setup	134'611	90.00	59.69 0	128'203.59 0.00 %	1	13'032	113'032	113'032	
Total Media						2'147'775	75.18			134'611	90.00	59.69 0		1	13'032	113'032	113'032	
Total Media						2'147'775	75.18		Planung & Setup			59.69 0 0 107.39	0.00 %	1	13'032	113'032	113'032	
Total Media SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %	6	2'147'775	75.18		Planung & Setup Bewirtschaftung			0	0.00 %		13'032	113'032	113'032	
	WERBEDRUCK 2'147'775	ANTEIL IN % 100.00	KOSTEN N/N	ANTEIL IN %	70	2'147'775	75.18		Planung & Setup Bewirtschaftung Technische Koster			0 0 107.39	0.00 % 0.00 % 2.16 %		13'032	113'032	113'032	



