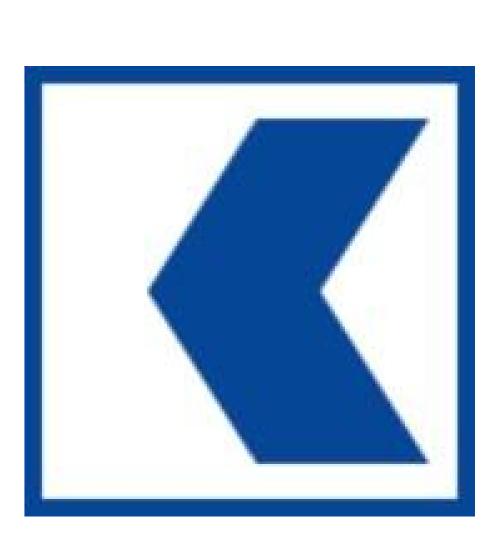
## Kostenübersicht Media-Planung





Kampagne

Casinotheater 2019

Casinotheater 2019

Laufzeit

03.04.2019 - 05.01.2020

Version Datum

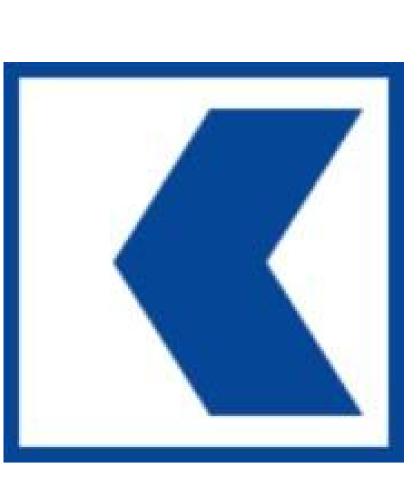
Mediagattung	Kosten in CHF	in %
Online	128'203.59	96.26
Total Mediakosten	128'203.59	96.26
Agentur-Services	Kosten in CHF	in %

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			







Datum

03.06.2020

Kampagne

Casinotheater 2019

Laufzeit Version 03.04.2019 - 29.12.2019 V 1.11

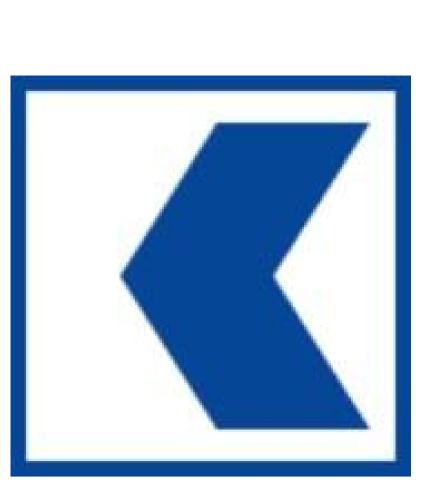
						MEDIA	- UND KOS	TEN PLAN	NUNG								EINSA	TZZEITRAU	UM UND WE	RBEDRUCK	VERTEILUN	[G					
PLATZIERUNG	DETAILS	SPRACHE	E FORMAT	WERBE- DRUCK	TKP BRUT		RABATT IN %		BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 14 (01.04)	KW 15 (08.04)	KW 16 (15.04)	KW 17 (22.04)	KW 18 (29.04)	KW 19 (06.05)	KW 20 (13.05)	KW 21 (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(34)	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(35)	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(36)	(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(37)	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						26'456.80		20'904	20.00		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(38)	(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(39)	(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(40)	(NZZ / CNN Money / Finews	D-CH	Mobile Rectangle	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(41)	etc.), WG 43  Mortgage Seekers und Real	D-CH	300x250  Mobile Rectangle	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	Estate Buyers Targeting, WG 43		300x250	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	Curana and Cantant	D CH	Daid Dast			C1000 00		C1000			C1000 00	41- 4	41 1	411	41, 1	41- 1	41- 1	41- 1	41- 1	41- 1	41- 4	41- 4	411	41- 1	41- 4	41- 4	41- 4
LinkedIn(42)  Facebook(43)	Sponsored Content Paid	D-CH	Paid Post Paid Post (Carousel			6'000.00 3'000.00		3'000			6'000.00 3'000.00	tbd															
1 decook(+3)		D CIT	Ad)			3 000.00		3 000			3 000.00		tod	tod	tou	toq	tou	tod	toq	tod	tod	toa	tod	tod	tod	104	
Facebook(44)	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	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	0	0	0	0	0	0	0	0	0	0
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz(45)	(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(46)	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(47)	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(48)	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
<b>Hypo 55 Plus - Branded Content</b>	t																										
NZZ RoS(49)	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(50)	Fixplatzierung 2 Wochen, WG 43	3 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(51)	Cost per Click CHF 3.00, WG 43	B 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(52)	Cost per Click CHF 2.00, WG 43	B 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(53)	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	75.18	161'459 90	250.00	134'611	90.00	59.60	128'203 59	55'064	55'064	55'064	55'064	-55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'064	55'06
					75.10													<del></del>		<del></del>							3300

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

03.06.2020

Kampagne
Casinotheater 2019

Laufzeit
03.04.2

Version Varion V1.11

						MEDIA	- UND KOS	TEN PLAN	IUNG								EINSA	TZZEITRA	UM UND WE	RBEDRUCK	VERTEILUN	I <b>G</b>					
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(34)	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(35)	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(36)	(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(37)	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(38)	(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(39)	(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(40)	(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(41)	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(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook(43)	Paid		Paid Post (Carousel			3'000.00		3'000			3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd		tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Foodback (44)	Overal 2 Posts	D CII	Ad)			200.00		900			900 00	4 la d	4h d	41- 4	41 <sub>2</sub> d	4h d	41b d	41a d	41 <sub>2</sub> d	4h d	4 la d	41- 4	41 <sub>2</sub> J	4 la d	415 d	41 <sub>2</sub> d	
Facebook(44)  Total Erstfinanzierer - Social	Owned - 2 Posts	D-CH	Promoted Post	0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	tbd 0	tbd 0		tbd 0		tbd 0	tbd 0		tbd 0	tbd 0	tbd 0	tbd 0	tbd 0	tbd 0	tbd 0	tbd 0
Media																											
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz(45)	(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(46)	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(47)	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(48)	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
<b>Hypo 55 Plus - Branded Content</b>																											
NZZ RoS(49)	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(50)	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(51)	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(52)	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(53)	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	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
V1.11

Datum 03.06.2020

PLATZIERUNG  Erstfinanzierer - Display  Comparis(34)	DETAILS	SPRACHE	FORMAT	WERBE-	TKP	KOSTEN								T/ VX/ 40	17337 40	KW 50	KW 51	KW 52	TZ VV
Comparis(34)				DRUCK	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)	(02.12)	(09.12)	(16.12)	(23.12)	(30
	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(35)	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	NI1-1' - C
Admeira Wirtschaftsnetz(36)	(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 Unterlieferur
Homegate(37)	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	
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	
Erstfinanzierer - Mobile																			
Aymo Livetargeting(38)	(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(39)	(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
NZZ Finance Alliance(40)	(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(41)	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	
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	
Erstfinanzierer - Social Media																			
LinkedIn(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	
Facebook(43)	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	Nachlieferung Unterlieferu
Facebook(44)	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	
Fotal 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	
Hypo 55 Plus - Display																			
Admeira Wirtschaftsnetz(45)	(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(46)	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
Γamedia Full Reach(47)	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	Unterlieferu
Business Alliance(48)	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	
Fotal 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	
Hypo 55 Plus - Branded Content																			
NZZ RoS(49)	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
Cash.ch(50)	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	Unterlieferu
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(51)	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
Γamedia Full Reach(52)	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	Unterlieferu
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(53)	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	tbd	tbd	tbd	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	

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

