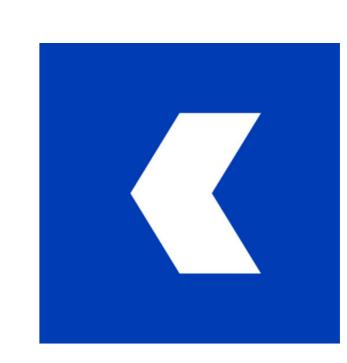
KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne Schauspielhaus 2019

Laufzeit
09.09.2019 - 13.10.2019

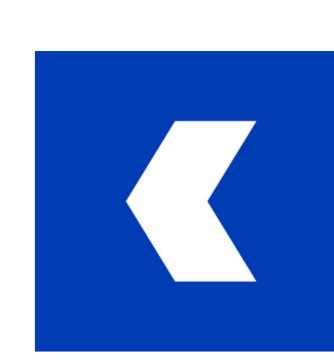
Version / Datum wf / 24.10.2019

| Mediagattung | Kosten in CHF | in % |
|-------------------|---------------|--------|
| Online | 214'753.75 | 100.00 |
| Total | 214'753.75 | 90.92 |
| Agentur-Services | Kosten in CHF | in % |
| Planung & Setup | 1'750.00 | 8.16 |
| Bewirtschaftung | 700.00 | 3.27 |
| Technische Kosten | 663.00 | 3.09 |
| Media-Honorar | 18'321.28 | 85.48 |
| test | 0.00 | 0.00 |
| Total | 21'434.28 | 9.08 |
| Total ohne MWST | 236'188.03 | 100.00 |
| Total inkl. MWST | 254'374.51 | 107.70 |

Bemerkungen



MEDIA-PLANUNG: ONLINE



Version / Datum

wf / 24.10.2019

Kampagne Schauspielhaus 2019

Laufzeit 09.09.2019 - 13.10.2019

MEDIA- UND KOSTEN PLANUNG

| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG |
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| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG |
| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG |
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|---|----------|--|------------|--------------------------------|-----------------|-----------------|---------------|----------------|---------------------|---------|---------------------|------------------|
| PLATZIERUNG | DE | ETAILS | SPRACHE | FORMAT | WERBE- DRUCK | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF |
| Display | | | | | | | | | | | | |
| Custom Pool(200) | | norp, Zürinet, ZHwelt mi kus ronorp WG43 | t D-CH | Skyscraper 160x600 | 130'000 | 50.00 | 6'500.00 | 10.00 | 5'850 | 5.00 | 42.75 | 5'557.50 |
| Bluewin - Home(203) | | rgeting 35 - 54 & WG43 31/UU/D | D-CH | Wideboard 994x250 | 200'000 | 44.00 | 8'800.00 | 30.00 | 6'160 | 5.00 | 29.26 | 5'852.00 |
| Zürcher Regionalzeitungen(204) | | richsee Zeitung, Zürcher iterländer, der Landbote | D-CH | Skyscraper 160x600 | 200'000 | 49.00 | 9'800.00 | 15.00 | 8'330 | 5.00 | 39.57 | 7'913.50 |
| Tagesanzeiger Kultur in ZüriTipp(212) | nkl. Ta | rgeting WG43 FC 1/UU/I | D-CH | Skyscraper 160x600 | 200'000 | 70.00 | 14'000.00 | 15.00 | 11'900 | 5.00 | 56.53 | 11'305.00 |
| NZZ(213) | Ru | ın of Site | F-CH | Wideboard 994x250 | 5'000'000 | 35.00 | 175'000.00 | 15.00 | 148'750 | 5.00 | 28.26 | 141'312.50 |
| (227) | | | | Skyscraper 160x600 | | | 1'234.00 | | 1'234 | | | 1'234.00 |
| (228) | | | | Skyscraper 160x600 | | | 777.00 | | 777 | | | 777.00 |
| (229) | | | | Skyscraper 160x600 | | | 888.00 | | 888 | | | 888.00 |
| Total Display | | | | | 5'730'000 | 37.87 | 216'999.00 | 85.00 | 183'889 | 25.00 | 30.51 | 174'839.50 |
| Mobile | | | | | | | | | | | | |
| NZZ Feuilleton & Kultur Special(201) | · Ta | rgeting WG43 FC 1/UU/I | D-CH | Mobile Rectangle 300x250 | 150'000 | 55.00 | 8'250.00 | 30.00 | 5'775 | 5.00 | 36.58 | 5'486.25 |
| APG Aymo Livetargetin Standortlisten Kultur & Students(208) | BZ | min, Watson, TA, Bund, Z, BAZ, Zürichsee Z, Iterländer, Landbote | D-CH | Mobile Rectangle 300x250 | 150'000 | 57.00 | 8'550.00 | 10.00 | 7'695 | 5.00 | 48.74 | 7'310.25 |
| APG Aymo Re-Targetin Standortlisten Kultur & Students(209) | BZ | min, Watson, TA, Bund, Z, BAZ, Zürichsee Z, aterländer, Landbote | D-CH | Mobile Rectangle 300x250 | 300'000 | 67.00 | 20'100.00 | 10.00 | 18'090 | 5.00 | 57.29 | 17'185.50 |
| Tamedia Network Full- Reach Arts & Culture(2) | | rgeting WG43_FC 1/UU/ | D D-CH | Mobile Rectangle 300x250 | 150'000 | 35.00 | 5'250.00 | 15.00 | 4'463 | 5.00 | 28.26 | 4'239.38 |
| Admeira Millennial Pool (students.ch, energy.ch usgang.ch)(211) | | G 43 Targeting | D-CH | Mobile Rectangle 300x250 | 150'000 | 47.00 | 7'050.00 | 15.00 | 5'993 | 5.00 | 37.95 | 5'692.88 |
| Total Mobile | | | | | 900'000 | 54.67 | 49'200.00 | 80.00 | 42'015 | 25.00 | 44.35 | 39'914.25 |
| Social-Media | | | | | | | | | | | | |
| Facebook(205) | | emäss Targeting & ofiling ZKB | D-CH | Skyscraper 160x600 | | | | | | | | |
| Total Social-Media | | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total Media | | | | | 6'630'000 | 40.15 | 266'199.00 | 165.00 | 225'904 | 50.00 | 32.39 | 214'753.75 |
| | | | | | | | | | | | | |
| | | | | | | | | Planung & Se | | | | 8.16 % |
| | | | | | | | | Bewirtschaftu | | | | 3.27 % |
| | RBEDRUCI | | KOSTEN N/N | ANTEIL IN % | | | | Technische K | | | | 3.09 % |
| | 30'000 | | 70'542 | 376.91 | - | | | Media-Honora | al | | | 85.48 % |
| | 00'000 | | 141'313 | 28.26 | - | | | Total Kosten | Agentur Service | | | 0.00 % 9.08 % |
| I-CH 0 | | 0.00 | 0 | 0.00 | | | | | Agentur Service | | | |
| Total 6'63 | 30'000 | 100% | 211'855 | 405.18 | | | | Total Nostell | Agentur Service | | 236'188.03 | 100.00 % |

| KW 41 (07.10) | KW 40 (30.09) | KW 39 (23.09) | KW 38 (16.09) | KW 37 (09.09) |
|--|------------------|------------------|------------------|------------------|
| | | | | |
| 3 | 43'333 | 43'333 | 43'333 | 43'333 |
| 7 | 66'667 | 66'667 | 66'667 | 66'667 |
| 7 | 66'667 | 66'667 | 66'667 | 66'667 |
| Nachlieferur | 66'667 | 66'667 | 66'667 | 66'667 |
| bei 7 Unterlieferu | 1'666'667 | 1'666'667 | 1'666'667 | 1'666'667 |
| t | folgt | folgt | folgt | folgt |
| j t | folgt | folgt | folgt | folgt |
| it | folgt | folgt | folgt | folgt |
| 1 | 1'910'001 | 1'910'001 | 1'910'001 | 1'910'001 |
| | | | | |
|) | 50'000 | 50'000 | 50'000 | 50'000 |
|) | 50'000 | 50'000 | 50'000 | 50'000 |
| Nachlieferur bei Unterlieferu | 100'000 | 100'000 | 100'000 | 100'000 |
|) | 50'000 | 50'000 | 50'000 | 50'000 |
|) | 50'000 | 50'000 | 50'000 | 50'000 |
| 0 | 300'000 | 300'000 | 300'000 | 300'000 |
| | | | | |
| nt Nachlieferur bei Unterlieferu | folgt | folgt | folgt | folgt |
|) | 0 | 0 | 0 | 0 |
| 01 | 2'210'001 | 2'210'001 | 2'210'001 | 2'210'001 |

