KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne TEST1 Laufzeit
02.09.2019 - 04.11.2019

Datum 23.09.2019

| Mediagattung | Version | Kosten in CHF | in % |
|-------------------|--------------------|---------------|--------|
| Online | V 1.0 / 23.09.2019 | 0.00 | 0.00 |
| Total | | 0.00 | 0.00 |
| Agentur-Services | | Kosten in CHF | in % |
| Planung & Setup | | 28'260.00 | 77.68 |
| Bewirtschaftung | | 6'120.00 | 16.82 |
| Technische Kosten | | 1'000.01 | 2.75 |
| Media-Honorar | | 1'000.00 | 2.75 |
| Total | | 36'380.01 | 100.00 |
| Total ohne MWST | | 36'380.01 | 100.00 |
| Total inkl. MWST | | 39'181.27 | 107.70 |

Bemerkungen



MEDIA-PLANUNG: ONLINE



Kampagne TEST1

Laufzeit 02.09.2019 - 04.11.2019

Datum 23.09.2019

| | | | | | | | 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 | | | | | | | | | | | | | | | |
| dfgdfg | | | dfgdfg | | | D-CH | Skyscraper 160x600 | 100'000 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total Display | | | | | | | | 100'000 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total Media | | | | | | | | 100'000 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| | | | | | | | | | | | Planu | ıng & Setup | | 28'260.00 | 77.68 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | | | | Bewir | Bewirtschaftung | | 6'120.00 | 16.82 % |
| D-CH | 100'000 | 100.00 | 0 | 0.00 | | | | | | | Techr | nische Kosten | | 1'000.01 | 2.75 % |
| F-CH | 0 | 0.00 | 0 | 0.00 | | | | | | | Media | a-Honorar | | 1'000.00 | 2.75 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | | | | Total | Kosten Agentur Se | ervice: | 36'380.01 | 100.00 % |
| Total | 100'000 | 100% | 0 | 0.00 | | | | | | | Total | Kosten Agentur Se | ervice: | 36'380.01 | 100.00 % |

| | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | | |
|------------------|--|------------------|------------------|------------------|------------------|------------------|-----------------------------------|--------|--|--|--|--|
| 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) | | | |
| | | | | | | | | | | | | |
| 11'112 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | Nachlieferung bei Unterlieferung | | | |
| 11'112 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | | | | |
| 11'112 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | 11'111 | | | | |

