KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Mediagattung

Online

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Kosten in CHF

21'622.00

Version / Datum

Version 1.2 / Variante Medium / 10.10.2019

i	n %		
1	00.00		

Total	21'622.00	55.13
Agentur-Services	Kosten in CHF	in %
Planung & Setup	7'700.00	43.75
Bewirtschaftung	4'200.00	23.86
Technische Kosten	4'900.00	27.84
Media-Honorar	800.63	4.55
Total	17'600.63	44.87
Total ohne MWST	39'222.63	100.00
Total inkl. MWST	42'242.77	107.70

Bemerkungen



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							MEDIA	DIA- UND KOSTEN PLANUNG						
PLATZIERUNG		DETA	ILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KO CH
Display														
FamilyChannel_IASI Netwerkbuchung (Si Info)			rgeting CH_FC 2/UL	J/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6
TANGO_Tamedia &	Goldbach Netzwer	rk Famil	ien Targeting FC 2/l	JU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1
Total Display							750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8
Mobile														
Admeira Digital Netv	vork	Famil	ien TargetingFC 2	2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8
Social-Media														
Facebook		Repo	st-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	2
Total Social-Media							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4
Live-Targeting														
					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	
Total Live-Targetin	g						0	0.00	0.00	0.00	0	0.00	0.00	
Total Media							1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	2
									_	Planung & Se				43.7
	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60					_	Bewirtschaftu Technische K				23.8
	150'000	11.54	1'653	11.02					_	Media-Honora			00.63	4.5
	0	0.00	0	0.00					_		Agentur Service:			44.8
	1'300'000	100%	21'622	75.62							Agentur Service:			100

						EINSAT	ZZEITRAU	JM UND W	ERBEDR	UCKVERT	EILUNG					
	KW 25 (17.06)	KW 26 (24.06)	KW 27 (01.07)	KW 28 (08.07)	KW 29 (15.07)	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)
0	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
)	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
)	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609
)	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
)	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
)	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
)	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
)	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
	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798



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										MEDIA	- UND KO	STEN PLA	NUNG	_	
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															
FamilyChannel_I	IASH zertifizierte Netwe	erkbuchung (Sitelis	st gemäss separater I	nfo) IP Targeting	CH_FC 2/UU/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.0
TANGO_Tamedi	ia & Goldbach Netzwer	k		Familien Tai	geting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.0
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.0
Mobile															
Admeira Digital N	Network			Familien Tai	getingFC 2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Total Mobile								400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Social-Media															
Facebook				Repost-Ads		D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Total Social-Med	dia							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Live-Targeting															
						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Live-Targe	eting							0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Media								1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.0
SPRACHE	WERBEDRUCK	ANTEIL IN 0/	KOSTEN N/N	ANTEIL IN %							nung & Setul				43.75 % 23.86 %
D-CH	1'150'000	88.46	19'969	64.60							chnische Kos				27.84 %
F-CH	150'000	11.54	1'653	11.02						Med	dia-Honorar				4.55 %
I-CH	0	0.00	0	0.00						Tot	al Kosten Ag	entur Service:	17'	'600.63	44.87 %
Total	1'300'000	100%	21'622	75.62						Tot	al Kosten Ag	entur Service:	39	'222.63	100.00 %

	EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG												
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 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)					
26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087						
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	Nachlieferung bei Unterlieferung					
32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609						
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	Nachlieferung bei Unterlieferung					
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667						
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	Nachlieferung bei Unterlieferung					
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522						
0	0	0	0	0	0	0	0	Nachlieferung bei Unterlieferung					
0	0	0	0	0	0	0	0	The state of the s					

