



Kampagne
NEW CHANNELS

Laufzeit

03.02.2020 - 19.04.2020

Datum 03.12.2020

| PLATZIERUNG / GATTUNG OOH kjhkjh Total OOH | | ΤE | SPRACHREGION | N FORMAT | | | MEDIA- | MEDIA- UND KOSTENPLANUNG | | | | | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | |
|---|-------------------|-------------|--------------|-----------------------|----------------------|-----------------------|----------------|--------------------------|----------------|---------|---------------------------|-------------------|--|---------|------------------------|--|--|--|--|--|--|--|--|
| | GATTUNG STANDORTE | | | | STELLEN / SCREENS | KOSTEN BRUT/STELLE | KOSTEN BRUT | RABATT IN % | KOSTEN NET | BK IN % | KOSTEN NET- NET/STELLE | KOSTEN NET-NET | KW 06 (03.02 | 6 2) | 06 KW 07 2) (10.02) | | | | | | | | |
| ООН | | | | | | | | | | | | | | | | | | | | | | | |
| kjhkjh | kjhkjhkjh | | D-CH | F200 | 10'000 | 20'000.00 | 200'000.00 | 40.00 | 120'000 | | 12'000.00 | 120'000.00 | | | | | | | | | | | |
| Total OOH | | | | | 10'000 | 20'000.00 | 200'000.00 | 40.00 | 120'000 | 0.00 | 12'000.00 | 120'000.00 | | | | | | | | | | | |
| DOOH | | | | | | | | | | | | | | | | | | | | | | | |
| | | | D-CH | Skyscraper 160x600 | 10'000 | 20'000.00 | 200'000.00 | | 200'000 | | 20'000.00 | 200'000.00 | | | | | | | | | | | |
| Total DOOH | | | | | 10'000 | 20'000.00 | 200'000.00 | 0.00 | 200'000 | 0.00 | 20'000.00 | 200'000.00 | | | | | | | | | | | |
| Total Media | | | | | 20'000 | 40'000.00 | 400'000.00 | 40.00 | 320'000 | 0.00 | 32'000.00 | 320'000.00 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | Planung & | Setup | | | 14h x CHF 170 | CHF 2'380.00 | | | | | | | | | | | |
| | | | | | | | Bewirtsch | aftung | | | 4h x CHF 170 | CHF 680.00 | | | | | | | | | | | |
| | | | | | | | Technisch | e Kosten | | Paus | chale CHF 4'000 | CHF 4'000.00 | | | | | | | | | | | |
| SPRACHE | STELLEN / SCREENS | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | Media-Ho | norar | | Paus | chale CHF 5'000 | CHF 5'000.00 | | | | | | | | | | | |
| D-CH | 20'000 | 100.00 | 320'000 | 100.00 | | | Total Serv | icekosten exkl. | MWST | | | CHF 6'060.00 | | | | | | | | | | | |
| Total | 20'000 | 100.00 | 320'000 | 100.00 | | | WST. | | CHF 326'060.00 | | | | | | | | | | | | | | |

