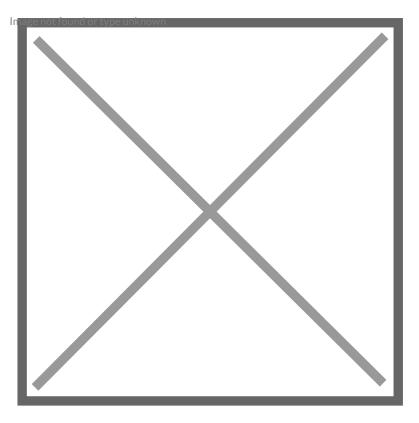
## **Qonline**Media-Planung



Kampagne

RAN 2020

Laufzeit

30.11.2020 - 03.01.2021

Datum 23.11.2020

			MEDIA- UND KOSTENPLANUNG						EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG							
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 49 (30.11)	KW 50 (07.12)	KW 51 (14.12)	KW 52 (21.12)	KW 53 (28.12)
Display																
Tagesanzeiger	RoS_WG43 Targeting_FC 1/UU/D	D-CH	Wideboard 994x250 & Halfpage 300x600	100'000	70.00	7'000.00	15.00	5'950	5.00	56.53	5'652.50	20'000	20'000	20'000	20'000	20'000
Tagesanzeiger	RoS_WG43 Targeting_FC 1/UU/D	D-CH	PreRoll	30'000	90.00	2'700.00	15.00	2'295	5.00	72.68	2'180.25	6'000	6'000	6'000	6'000	6'000
NZZ	RoS_WG 43 Targeting	D-CH	PreRoll	30'000	85.00	2'550.00	40.00	1'530		51.00	1'530.00	6'000	6'000	6'000	6'000	6'000
NZZ	RoS_WG 43 Targeting_FC 1/UU/D	D-CH	Halfpage 300x600	70'000	80.00	5'600.00	40.00	3'360		48.00	3'360.00	14'000	14'000	14'000	14'000	14'000
Admeira Digital Network	Targeting WG 43_FC 1/UU/3 Days	D-CH	PreRoll	80'000	74.00	5'920.00	30.00	4'144	5.00	49.21	3'936.80	16'000	16'000	16'000	16'000	16'000
Admeira Digital Network	Targeting WG 43 & Alterstargeting 35+_FC 1/UU/W	D-CH	Wideboard 994x250 & Halfpage 300x600	220'000	32.00	7'040.00	30.00	4'928	5.00	21.28	4'681.60	44'000	44'000	44'000	44'000	44'000
Bluewin	Targeting WG 43 & Alterstargeting 35+_FC 1/U/3 D	D-CH	Wideboard 994x250 & Halfpage 300x600	100'000	37.00	3'700.00	30.00	2'590	5.00	24.61	2'460.50	20'000	20'000	20'000	20'000	20'000
20min	Targeting WG 43 & Alterstargeting 35+	D-CH	PreRoll	118'611	85.00	10'081.94	15.00	8'570	5.00	68.64	8'141.16	23'722	23'722	23'722	23'722	23'722
Doodle	Targeting WG 43 & Alterstargeting 35+	D-CH	VideoWall	100'000	90.00	9'000.00	15.00	7'650	5.00	72.68	7'267.50	20'000	20'000	20'000	20'000	20'000
Total Display				848'611	63.15	53'591.94	230.00	41'017	35.00	46.21	39'210.31	169'722	169'722	169'722	169'722	169'722
IP TV Multiscreen																
Zattoo	WG 43 & Alterstargeting 35+_FC 1/UU/D	D-CH	Channel Switch	300'000	99.00	29'700.00	15.00	25'245	5.00	79.94	23'982.75	60'000	60'000	60'000	60'000	60'000
Total IP TV Multiscreen				300'000	99.00	29'700.00	15.00	25'245	5.00	79.94	23'982.75	60'000	60'000	60'000	60'000	60'000
Total Media				1'148'611	72.52	83'291.94	245.00	66'262	40.00	55.02	63'193.06	583'922	583'922	583'922	583'922	583'922

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'919'611	100.00	144'162	100.00
Total	2'919'611	100.00	144'162	100.00

Total Media- & Servicekosten exkl. MWST.	100.00 %	CHF 153'554.11
Total Servicekosten exkl. MWST	6.12 %	CHF 9391.67
Media-Honorar	53.73 %	CHF 5045.69
Technische Kosten	1.55 %	CHF 145.98
Bewirtschaftung	13.04 %	CHF 1225
Planung & Setup	31.68 %	CHF 2975

