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



MEDIA-PLANUNG: ONLINE



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							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	KOS CHF			
Display																	
FamilyChannel_IASH zertifize Netwerkbuchung (Sitelist ger Info)(214)		IP Targeting CH_FC 2/U	U/W		D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'0			
TANGO_Tamedia & Goldba	ch Netzwerk(219)	Familien Targeting FC 2/	/UU/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 Network(21	5)	Familien TargetingFC	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(216)		Repost-Ads			D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4			
Total Social-Media							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4			
Live-Targeting																	
(217)					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00				
Total Live-Targeting							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	21			
									_	Planung & Se				43.75			
SPRACHE WERBE D-CH 1'150'00	DRUCK ANTEIL 00 88.46	IN % KOSTEN N/N 19'969	ANTEIL IN % 64.60						_	Bewirtschaftu Tachnischa K				23.8			
F-CH 150'000		1'653	11.02						_	Technische K Media-Honora				27.8 4.55			
I-CH 0	0.00	0	0.00						_		" Agentur Service:			44.8			
Total 1'300'00		21'622	75.62							Total Kosten			9'222.63	100.			

	EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG														
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)
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 KC	STEN PLA	NUNG		
PLATZIERUNG				DETAIL	_S	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %		KOSTEN CHF
Display															
FamilyChannel_l/	ASH zertifizierte Netw	verkbuchung (Siteli	st gemäss separater	Info)(214) IP Targ	eting CH_FC 2/UU/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.00
TANGO_Tamedia	a & Goldbach Netzwe	rk(219)		Familie	n Targeting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.00
Total Display								750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00
Mobile															
Admeira Digital N	letwork(215)			Familie	n TargetingFC 2/UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Total Mobile				,			•	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Social-Media															
Facebook(216)				Repost	-Ads	D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Total Social-Med	dia			'				150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting															
(217)						D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Live-Targe	eting			'				0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Media								1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.00
											nung & Setup				43.75 %
SPRACHE D-CH	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60							wirtschaftung hnische Kos				23.86 % 27.84 %
F-CH	150'000	11.54	1'653	11.02							dia-Honorar				4.55 %
I-CH	0	0.00	0	0.00								entur Service:			44.87 %
Total	1'300'000	100%	21'622	75.62								entur Service:			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						
55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798						

