

| Kostenübersicht Vermarktung Ketschendorfer Feldmark | | | | | | | | | |
|-----------------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--|
| | Minimal | | Mittel | | Maximal | | Empfehlung | | |
| | Netto | Brutto | Netto | Brutto | Netto | Brutto | Netto | Brutto | |
| Layout | | | | | | | | | |
| MH | 1.580,00 € | 1.880,00 € | 1.580,00 € | 1.880,00 € | 1.580,00 € | 1.880,00 € | 1.580,00 € | 1.880,00 € | |
| Region | | | | | | | | | |
| Anzeigen FW, BEE, STR, EH, | 1 x | | 2 x | | 3 x | | | | |
| MOZ | 1.581,00 € | 1.881,39 € | 3.162,00 € | 3.762,78 € | 4.743,00 € | 5.644,17 € | 1.581,00 € | 1.881,39 € | |
| MäSo | 987,00 € | 1.174,53 € | 1.974,00 € | 2.349,06 € | 2.961,00 € | 3.523,59 € | 987,00 € | 1.174,53 € | |
| MäMa | 933,00 € | 1.110,27 € | 1.866,00 € | 2.220,54 € | 2.799,00 € | 3.330,81 € | 933,00 € | 1.110,27 € | |
| Bannerwerbung | 200,00 € | 238,00 € | 200,00 € | 238,00 € | 200,00 € | 238,00 € | 200,00 € | 238,00 € | |
| | | 4.404,19 € | | 8.570,38 € | | 12.736,57 € | | | |
| Berlin | | | | | | | | | |
| U-Bahn Berliner Fenster | | | | | | | | | |
| 2 Wochen á 10x8 | 8.277,60 € | 9.850,23 € | | | | | | | |
| 2 Wochen á 11x16 | | | 16.555,20 € | 19.700,69 € | 16.555,20 € | 19.700,69 € | 16.555,20 € | 19.700,69 € | |
| S-Bahn Deckenflächen 104 per Zug je 1 Monat | | | | | | | | | |
| 20 Stck. | 779,00 € | 927,01 € | | | | | | | |
| 100 Stck | | | 3.895,00 € | 4.635,05 € | | | | | |
| 200 Stck | | | | | 7.790,00 € | 9.270,10 € | | | |
| S-BahnTrain Poster 12 per Zug A2 je 1 Monat | | | | | | | | | |
| 20 Stck. | 535,00 € | 636,65 € | | | | | | | |
| 100 Stck. | | | 2.675,00 € | 3.183,25 € | | | | | |
| 200 Stck | | | | | 5.350,00 € | 6.366,50 € | | | |
| | | 11.413,89 € | | 27.518,99 € | | 35.337,29 € | | | |
| RE 1 Erkner Potsdam 100 10 Sek./Tag | | | | | | | | | |
| 1 Woche | 308,00 € | 366,52 € | | | | | | | |
| 2 Wochen | | | 616,00 € | 733,04 € | | | | | |
| 4 Wochen | | | | | 1.232,00 € | 1.466,00 € | 1.232,00 € | 1.466,00 € | |

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| | Netto | Brutto | | Netto | Brutto | | Netto | Brutto | | Netto | Brutto |
| Überregional | | | | | | | | | | | |
| Berliner Zeitung | | | | | | | 4.500,00 € | | | | 4.500,00 € |
| Berliner Morgenpost | | | | | | | 4.500,00 € | | | | 4.500,00 € |
| Google Ads | | 1.000,00 € | | 5.000,00 € | | | | | | | 5.000,00 € |
| Facebook Ads | | 1.000,00 € | | 5.000,00 € | | | | | | | 5.000,00 € |
| Immobilien Scout | | | | 80,00 € | | | 80,00 € | | | | 80,00 € |
| Immowelt | | | | 80,00 € | | | 80,00 € | | | | 80,00 € |
| Gesamt: | | 24.230,79 € | | 48.624,41 € | | | 60.579,86 € | | | | 46.610,88 € |