

Tabela de Preços Publicidade TV 2017

RTP 1
RTP 2
RTP 3
RTP MEMÓRIA
RTP ÁFRICA
RTP INTERNACIONAL
RTP MADEIRA
RTP AÇORES

Durações Principais



RÁDIO E TELEVISÃO DE PORTUGAL

 RTP 1

 RTP 2

 RTP 3

 RTP MEMÓRIA

 RTP INTERNACIONAL

 RTP ÁFRICA

 RTP

 RTP

 ANTENA 1

 ANTENA 2

 ANTENA 3

 RDP
INTERNACIONAL

 RDP
ÁFRICA

 RDP
MEMÓRIA

 RDP
MEMÓRIA

 RTPPLAY ▶

 rtp.pt

TABELA DE PUBLICIDADE TV STANDARD

Em vigor a partir de 1 de Janeiro 2017

| Tabela | 5" | 10" | 15" | 20" | 25" | 30" | 35" | 40" | 45" | 60" | Tabela |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|--------|
| 1 | 125,67 | 211,06 | 272,24 | 297,86 | 350,67 | 371,07 | 486,32 | 605,37 | 754,93 | 1.172,73 | 1 |
| 2 | 149,54 | 251,16 | 323,97 | 354,45 | 417,29 | 441,57 | 578,71 | 720,38 | 898,35 | 1.395,54 | 2 |
| 3 | 177,51 | 298,14 | 384,56 | 420,74 | 495,34 | 524,16 | 686,94 | 855,11 | 1.066,37 | 1.656,54 | 3 |
| 4 | 210,17 | 352,99 | 455,31 | 498,15 | 586,47 | 620,60 | 813,33 | 1.012,44 | 1.262,56 | 1.961,32 | 4 |
| 5 | 248,21 | 416,88 | 537,72 | 588,31 | 692,62 | 732,92 | 960,53 | 1.195,68 | 1.491,07 | 2.316,29 | 5 |
| 6 | 292,39 | 491,08 | 633,43 | 693,03 | 815,90 | 863,38 | 1.131,51 | 1.408,51 | 1.756,49 | 2.728,60 | 6 |
| 7 | 343,56 | 577,02 | 744,28 | 814,31 | 958,69 | 1.014,47 | 1.329,52 | 1.655,00 | 2.063,87 | 3.206,10 | 7 |
| 8 | 402,65 | 676,27 | 872,29 | 954,37 | 1.123,58 | 1.188,95 | 1.558,20 | 1.939,66 | 2.418,85 | 3.757,55 | 8 |
| 9 | 470,70 | 790,56 | 1.019,71 | 1.115,66 | 1.313,47 | 1.389,89 | 1.821,54 | 2.267,47 | 2.827,64 | 4.392,58 | 9 |
| 10 | 548,83 | 921,78 | 1.188,98 | 1.300,85 | 1.531,49 | 1.620,60 | 2.123,90 | 2.643,85 | 3.297,00 | 5.121,71 | 10 |
| 11 | 638,29 | 1.072,04 | 1.382,79 | 1.512,90 | 1.781,14 | 1.884,77 | 2.470,11 | 3.074,82 | 3.834,45 | 5.956,59 | 11 |
| 12 | 740,42 | 1.243,57 | 1.604,03 | 1.754,96 | 2.066,11 | 2.186,33 | 2.865,32 | 3.566,78 | 4.447,95 | 6.909,63 | 12 |
| 13 | 856,66 | 1.438,81 | 1.855,87 | 2.030,49 | 2.390,50 | 2.529,58 | 3.315,18 | 4.126,77 | 5.146,28 | 7.994,45 | 13 |
| 14 | 988,59 | 1.660,38 | 2.141,67 | 2.343,18 | 2.758,63 | 2.919,13 | 3.825,71 | 4.762,28 | 5.938,79 | 9.225,57 | 14 |
| 15 | 1.137,86 | 1.911,09 | 2.465,05 | 2.696,99 | 3.175,17 | 3.359,91 | 4.403,38 | 5.481,36 | 6.835,52 | 10.618,59 | 15 |
| 16 | 1.297,16 | 2.178,64 | 2.810,16 | 3.074,57 | 3.619,69 | 3.830,30 | 5.019,85 | 6.248,76 | 7.792,50 | 12.105,20 | 16 |
| 17 | 1.478,76 | 2.483,65 | 3.203,58 | 3.505,01 | 4.126,45 | 4.366,54 | 5.722,63 | 7.123,58 | 8.883,45 | 13.799,93 | 17 |
| 18 | 1.671,00 | 2.806,52 | 3.620,04 | 3.960,66 | 4.662,89 | 4.934,19 | 6.466,57 | 8.049,65 | 10.038,29 | 15.593,91 | 18 |
| 19 | 1.888,24 | 3.171,38 | 4.090,65 | 4.475,55 | 5.269,07 | 5.575,64 | 7.307,23 | 9.096,11 | 11.343,28 | 17.621,14 | 19 |
| 20 | 2.114,82 | 3.551,94 | 4.581,53 | 5.012,61 | 5.901,35 | 6.244,71 | 8.184,09 | 10.187,63 | 12.704,46 | 19.735,65 | 20 |
| 21 | 2.368,60 | 3.978,17 | 5.131,32 | 5.614,13 | 6.609,52 | 6.994,08 | 9.166,19 | 11.410,16 | 14.229,01 | 22.103,95 | 21 |
| 22 | 2.652,83 | 4.455,55 | 5.747,07 | 6.287,82 | 7.402,65 | 7.833,37 | 10.266,12 | 12.779,37 | 15.936,48 | 24.756,41 | 22 |
| 23 | 2.944,64 | 4.945,66 | 6.379,25 | 6.979,48 | 8.216,94 | 8.695,04 | 11.395,40 | 14.185,10 | 17.689,49 | 27.479,61 | 23 |
| 24 | 3.268,56 | 5.489,69 | 7.080,97 | 7.747,23 | 9.120,81 | 9.651,50 | 12.648,90 | 15.745,47 | 19.635,35 | 30.502,39 | 24 |
| 25 | 3.595,41 | 6.038,65 | 7.789,06 | 8.521,95 | 10.032,89 | 10.616,65 | 13.913,79 | 17.320,01 | 21.598,88 | 33.552,62 | 25 |
| 26 | 3.954,95 | 6.642,52 | 8.567,97 | 9.374,15 | 11.036,19 | 11.678,32 | 15.305,18 | 19.052,02 | 23.758,78 | 36.907,90 | 26 |
| 27 | 4.350,45 | 7.306,77 | 9.424,77 | 10.311,56 | 12.139,80 | 12.846,14 | 16.835,68 | 20.957,22 | 26.134,65 | 40.598,67 | 27 |
| 28 | 4.741,99 | 7.964,38 | 10.272,99 | 11.239,60 | 13.232,38 | 14.002,29 | 18.350,90 | 22.843,36 | 28.486,77 | 44.252,55 | 28 |
| 29 | 5.168,76 | 8.681,17 | 11.197,56 | 12.251,16 | 14.423,29 | 15.262,50 | 20.002,47 | 24.899,26 | 31.050,57 | 48.235,27 | 29 |
| 30 | 5.582,27 | 9.375,67 | 12.093,37 | 13.231,26 | 15.577,16 | 16.483,50 | 21.602,68 | 26.891,21 | 33.534,63 | 52.094,12 | 30 |
| 31 | 6.028,85 | 10.125,72 | 13.060,84 | 14.289,76 | 16.823,33 | 17.802,18 | 23.330,89 | 29.042,51 | 36.217,40 | 56.261,64 | 31 |
| 32 | 6.450,87 | 10.834,52 | 13.975,10 | 15.290,04 | 18.000,96 | 19.048,33 | 24.964,05 | 31.075,48 | 38.752,61 | 60.199,95 | 32 |
| 33 | 6.902,43 | 11.592,94 | 14.953,35 | 16.360,34 | 19.261,03 | 20.381,71 | 26.711,53 | 33.250,76 | 41.465,28 | 64.413,93 | 33 |
| 34 | 7.385,60 | 12.404,45 | 16.000,09 | 17.505,57 | 20.609,31 | 21.808,44 | 28.581,34 | 35.578,32 | 44.367,87 | 68.922,93 | 34 |
| 35 | 7.828,73 | 13.148,71 | 16.960,09 | 18.555,90 | 21.845,86 | 23.116,94 | 30.296,22 | 37.713,01 | 47.029,93 | 73.058,29 | 35 |
| 36 | 8.298,46 | 13.937,64 | 17.977,70 | 19.669,26 | 23.156,62 | 24.503,96 | 32.114,00 | 39.975,80 | 49.851,74 | 77.441,81 | 36 |
| 37 | 8.796,37 | 14.773,89 | 19.056,36 | 20.849,41 | 24.546,01 | 25.974,20 | 34.040,83 | 42.374,34 | 52.842,83 | 82.088,30 | 37 |
| 38 | 9.324,15 | 15.660,33 | 20.199,75 | 22.100,38 | 26.018,78 | 27.532,65 | 36.083,29 | 44.916,81 | 56.013,41 | 87.013,62 | 38 |
| 39 | 9.790,35 | 16.443,34 | 21.209,73 | 23.205,39 | 27.319,71 | 28.909,28 | 37.887,44 | 47.162,64 | 58.814,06 | 91.364,26 | 39 |
| 40 | 10.279,87 | 17.265,51 | 22.270,21 | 24.365,66 | 28.685,69 | 30.354,74 | 39.781,81 | 49.520,77 | 61.754,77 | 95.932,48 | 40 |
| 41 | 10.793,87 | 18.128,79 | 23.383,73 | 25.583,95 | 30.119,98 | 31.872,49 | 41.770,92 | 51.996,82 | 64.842,52 | 100.729,13 | 41 |
| 42 | 11.333,56 | 19.035,23 | 24.552,92 | 26.863,15 | 31.625,99 | 33.466,11 | 43.859,47 | 54.596,67 | 68.084,65 | 105.765,59 | 42 |
| 43 | 11.900,24 | 19.986,98 | 25.780,56 | 28.206,30 | 33.207,28 | 35.139,41 | 46.052,43 | 57.326,48 | 71.488,87 | 111.053,84 | 43 |
| 44 | 12.495,25 | 20.986,34 | 27.069,59 | 29.616,62 | 34.867,65 | 36.896,39 | 48.355,06 | 60.192,82 | 75.063,32 | 116.606,56 | 44 |
| 45 | 13.120,01 | 22.035,65 | 28.423,07 | 31.097,45 | 36.611,03 | 38.741,20 | 50.772,81 | 63.202,46 | 78.816,49 | 122.436,88 | 45 |

| Equiv, | 5" | 10" | 15" | 20" | 25" | 30" | 35" | 40" | 45" | 60" | Equiv, |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 30" | 0,3387 | 0,5688 | 0,7337 | 0,8027 | 0,9450 | 1,0000 | 1,3106 | 1,6314 | 2,0344 | 3,1604 | 30" |
| 20" | 0,4219 | 0,7086 | 0,9140 | 1,0000 | 1,1773 | 1,2458 | 1,6327 | 2,0324 | 2,5345 | 3,9372 | 20" |