

RTP Digital

RTP COOKING

rtp.pt



RTP PLAY ▶



RÁDIO E TELEVISÃO DE PORTUGAL

CONCURSO



SÉRIE



DAYTIME



Áreas do site relacionadas com conteúdos de RECEITAS/ CULINÁRIA

Audiência:

- 550 000 – Page views
- 100 000 – Utilizadores
- 140 000 – Visitas

CONCURSO



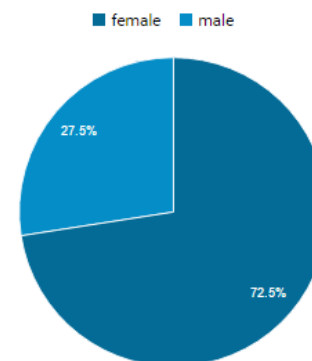
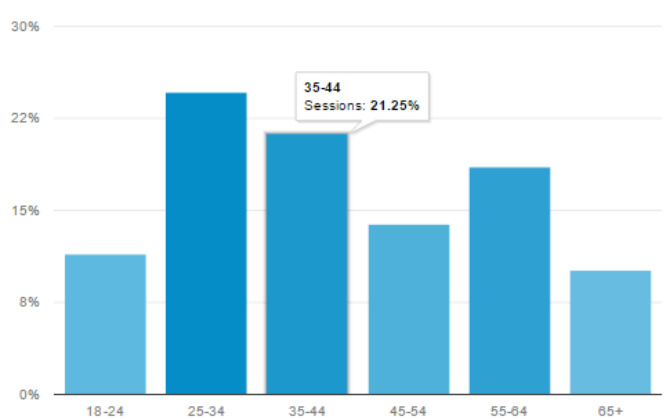
SÉRIE



DAYTIME



Perfil Audiência



WEBSITE

The screenshot displays the RTP PLAY website interface. At the top, there is a banner for Bledina products with the text "Descubra a nossa gama" and a play button. Below the banner is a navigation menu with categories: NOTÍCIAS, DESPORTO, TELEVISÃO, RÁDIO, RTPPLAY, ZIGZAG, and ARQUIVOS. The main content area shows a video player for the program "A Praça (III)" dated 17 Abr, 2017. The video content is an advertisement for Bledina's "Prato do Dia" series, featuring a chalkboard with the word "Culinária", a teal frying pan, and two packets of spices: "BASILICO" and "TOMATE". The video player includes a progress bar, a play button, and social media sharing options (Facebook, YouTube, Twitter, LinkedIn).

RTP PLAY ▶

FORMATOS COMERCIAIS

- **Billboard**
- **M-Rec**
- **Floor-Ad**
- **Pre-Roll**

WEBSITE



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FORMATOS COMERCIAIS

- Intro
- M-Rec
- Half-Page
- Billboard
- Floor-Ad
- Pre-Roll



Em busca do crítico gastronómico secreto



APP



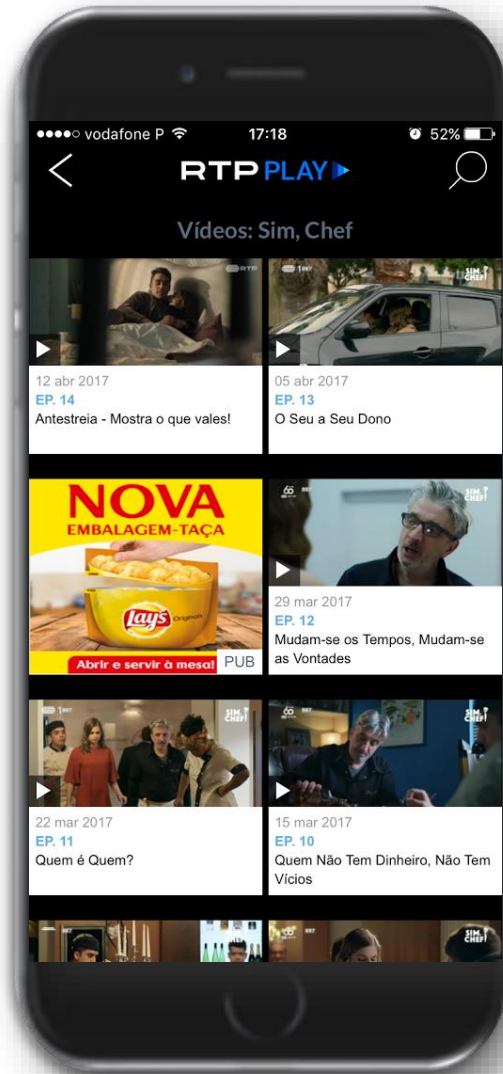
RTP Play

Todos os conteúdos, ainda mais acessíveis

- 120 000 – Screen views
- 35 000 – Utilizadores
- 65 000 – Visitas

FORMATOS COMERCIAIS

- **Button**
 - 245x250
- **Pre-Roll**



- **Plataformas:**

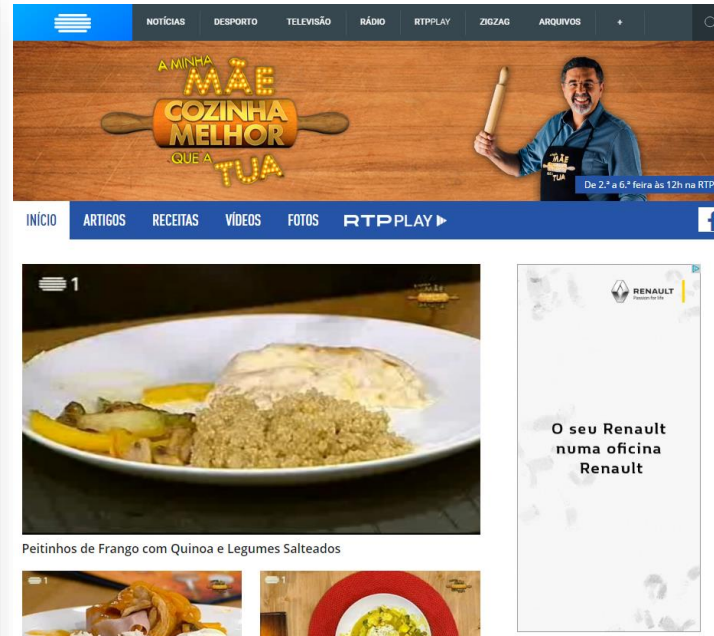


OPORTUNIDADES COMERCIAIS

App



Web



rtp.pt

1 Mês

300.000 IMPRESSÕES
+
25.875 VISUALIZAÇÕES

INV. 3.575,00€