

Tabela de Preços Publicidade TV 2018

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

Durações Principais



RÁDIO E TELEVISÃO DE PORTUGAL

TABELA DE PUBLICIDADE TV STANDARD

Em vigor a partir de 1 de Janeiro 2018

Tabela	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Tabela
1	128,17	215,29	277,70	297,86	357,67	378,49	496,06	617,46	770,03	1.196,18	1
2	152,52	256,20	330,45	354,45	425,62	450,40	590,30	734,78	916,32	1.423,44	2
3	181,04	304,11	392,26	420,74	505,23	534,63	700,70	872,19	1.087,70	1.689,65	3
4	214,35	360,06	464,43	498,15	598,18	633,00	829,62	1.032,67	1.287,82	2.000,52	4
5	253,15	425,23	548,48	588,31	706,44	747,57	979,77	1.219,57	1.520,90	2.362,59	5
6	298,21	500,92	646,11	693,03	832,19	880,63	1.154,17	1.436,65	1.791,62	2.783,14	6
7	350,40	588,58	759,18	814,31	977,82	1.034,74	1.356,15	1.688,07	2.105,15	3.270,19	7
8	410,67	689,82	889,76	954,37	1.146,01	1.212,72	1.589,41	1.978,41	2.467,24	3.832,65	8
9	480,07	806,40	1.040,13	1.115,66	1.339,69	1.417,67	1.858,02	2.312,76	2.884,20	4.480,38	9
10	559,76	940,25	1.212,78	1.300,85	1.562,06	1.652,99	2.166,44	2.696,66	3.362,96	5.224,08	10
11	651,00	1.093,52	1.410,48	1.512,90	1.816,69	1.922,44	2.519,58	3.136,24	3.911,15	6.075,66	11
12	755,16	1.268,49	1.636,15	1.754,96	2.107,36	2.230,03	2.922,71	3.638,03	4.536,92	7.047,74	12
13	873,72	1.467,64	1.893,03	2.030,49	2.438,21	2.580,14	3.381,58	4.209,21	5.249,22	8.154,25	13
14	1.008,27	1.693,65	2.184,55	2.343,18	2.813,69	2.977,48	3.902,33	4.857,41	6.057,59	9.409,98	14
15	1.160,52	1.949,38	2.514,40	2.696,99	3.238,55	3.427,07	4.491,57	5.590,86	6.972,26	10.830,84	15
16	1.322,99	2.222,30	2.866,42	3.074,57	3.691,94	3.906,86	5.120,39	6.373,58	7.948,38	12.347,17	16
17	1.508,21	2.533,42	3.267,72	3.505,01	4.208,82	4.453,82	5.837,24	7.265,89	9.061,15	14.075,77	17
18	1.704,27	2.862,77	3.692,52	3.960,66	4.755,96	5.032,81	6.596,08	8.210,45	10.239,10	15.905,61	18
19	1.925,83	3.234,93	4.172,56	4.475,55	5.374,24	5.687,08	7.453,58	9.277,82	11.570,19	17.973,36	19
20	2.156,93	3.623,12	4.673,26	5.012,61	6.019,14	6.369,52	8.348,00	10.391,14	12.958,60	20.130,14	20
21	2.415,76	4.057,89	5.234,05	5.614,13	6.741,45	7.133,88	9.349,77	11.638,09	14.513,65	22.545,79	21
22	2.705,65	4.544,84	5.862,14	6.287,82	7.550,41	7.989,93	10.471,74	13.034,65	16.255,27	25.251,26	22
23	3.003,27	5.044,77	6.506,97	6.979,48	8.380,96	8.868,83	11.623,63	14.468,46	18.043,35	28.028,89	23
24	3.333,63	5.599,70	7.222,74	7.747,23	9.302,87	9.844,41	12.902,24	16.060,01	20.028,14	31.112,10	24
25	3.667,00	6.159,67	7.945,01	8.521,95	10.233,16	10.828,84	14.192,46	17.666,00	22.030,95	34.223,30	25
26	4.033,70	6.775,64	8.739,52	9.374,15	11.256,48	11.911,73	15.611,71	19.432,61	24.234,05	37.645,65	26
27	4.437,06	7.453,20	9.613,47	10.311,56	12.382,12	13.102,90	17.172,87	21.375,86	26.657,45	41.410,19	27
28	4.836,40	8.123,98	10.478,68	11.239,60	13.496,51	14.282,16	18.718,43	23.299,69	29.056,61	45.137,11	28
29	5.271,67	8.855,14	11.421,76	12.251,16	14.711,19	15.567,55	20.403,08	25.396,66	31.671,70	49.199,43	29
30	5.693,41	9.563,56	12.335,50	13.231,26	15.888,10	16.812,96	22.035,34	27.428,40	34.205,45	53.135,42	30
31	6.148,88	10.328,64	13.322,34	14.289,76	17.159,14	18.158,00	23.798,17	29.622,67	36.941,89	57.386,25	31
32	6.579,30	11.051,64	14.254,90	15.290,04	18.360,28	19.429,05	25.464,03	31.696,25	39.527,81	61.403,27	32
33	7.039,85	11.825,25	15.252,75	16.360,34	19.645,50	20.789,08	27.246,51	33.914,99	42.294,75	65.701,49	33
34	7.532,65	12.653,03	16.320,44	17.505,57	21.020,69	22.244,33	29.153,78	36.289,05	45.255,40	70.300,62	34
35	7.984,60	13.412,21	17.299,67	18.555,90	22.281,93	23.578,98	30.903,00	38.466,38	47.970,71	74.518,64	35
36	8.463,68	14.216,94	18.337,65	19.669,26	23.618,85	24.993,73	32.757,19	40.774,38	50.848,97	78.989,78	36
37	8.971,50	15.069,95	19.437,91	20.849,41	25.035,97	26.493,35	34.722,61	43.220,83	53.899,90	83.729,15	37
38	9.509,79	15.974,16	20.604,18	22.100,38	26.538,14	28.082,95	36.805,97	45.814,09	57.133,90	88.752,92	38
39	9.985,28	16.772,86	21.634,39	23.205,39	27.865,03	29.487,09	38.646,26	48.104,77	59.990,57	93.190,53	39
40	10.484,54	17.611,50	22.716,11	24.365,66	29.258,29	30.961,44	40.578,57	50.510,01	62.990,10	97.850,05	40
41	11.008,77	18.492,08	23.851,92	25.583,95	30.721,21	32.509,53	42.607,51	53.035,53	66.139,63	102.742,59	41
42	11.559,21	19.416,69	25.044,52	26.863,15	32.257,27	34.135,01	44.737,89	55.687,31	69.446,62	107.879,72	42
43	12.137,17	20.387,51	26.296,73	28.206,30	33.870,13	35.841,75	46.974,77	58.471,66	72.918,93	113.273,68	43
44	12.744,03	21.406,89	27.611,58	29.616,62	35.563,64	37.633,84	49.323,52	61.395,25	76.564,89	118.937,38	44
45	13.381,23	22.477,24	28.992,15	31.097,45	37.341,82	39.515,53	51.789,69	64.465,01	80.393,13	124.884,25	45

Equiv,	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Equiv,
30"	0,3386	0,5688	0,7337	0,7870	0,9450	1,0000	1,3106	1,6314	2,0345	3,1604	30"
20"	0,4303	0,7228	0,9323	1,0000	1,2008	1,2707	1,6654	2,0730	2,5852	4,0159	20"