

Tabela de Preços Publicidade TV 2022

RTP 1

RTP 2

RTP 3

RTP MEMÓRIA

RTP ÁFRICA

RTP INTERNACIONAL

RTP MADEIRA

RTP AÇORES

Durações Principais

TABELA DE PUBLICIDADE TV STANDARD

Em vigor a partir de 1 de Fevereiro 2022

Tabela	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Tabela
1	141,83	245,56	301,85	306,79	427,51	496,20	594,47	698,10	830,11	1.155,71	1
2	168,78	292,21	359,20	365,08	508,74	590,48	707,42	830,74	987,83	1.375,29	2
3	200,34	346,86	426,38	433,36	603,89	700,92	839,72	986,11	1.172,59	1.632,51	3
4	237,20	410,68	504,83	513,09	714,99	829,87	994,21	1.167,54	1.388,32	1.932,86	4
5	280,13	485,00	596,19	605,95	844,39	980,06	1.174,15	1.378,84	1.639,58	2.282,67	5
6	330,00	571,34	702,33	713,82	994,71	1.154,53	1.383,17	1.624,30	1.931,45	2.689,03	6
7	387,75	671,33	825,24	838,74	1.168,78	1.356,58	1.625,23	1.908,55	2.269,46	3.159,62	7
8	454,44	786,79	967,17	983,00	1.369,81	1.589,90	1.904,76	2.236,82	2.659,80	3.703,06	8
9	531,24	919,76	1.130,63	1.149,13	1.601,31	1.858,60	2.226,67	2.614,85	3.109,32	4.328,89	9
10	619,43	1.072,44	1.318,31	1.339,88	1.867,12	2.167,12	2.596,29	3.048,90	3.625,45	5.047,46	10
11	720,40	1.247,26	1.533,20	1.558,29	2.171,48	2.520,38	3.019,50	3.545,89	4.216,42	5.870,23	11
12	835,65	1.446,80	1.778,50	1.807,60	2.518,89	2.923,61	3.502,59	4.113,19	4.891,00	6.809,41	12
13	966,85	1.673,96	2.057,73	2.091,40	2.914,37	3.382,63	4.052,51	4.758,98	5.658,91	7.878,51	13
14	1.115,75	1.931,74	2.374,61	2.413,47	3.363,17	3.903,55	4.676,58	5.491,85	6.530,37	9.091,78	14
15	1.284,22	2.223,43	2.733,18	2.777,90	3.871,00	4.492,98	5.382,74	6.321,11	7.516,44	10.464,63	15
16	1.464,02	2.534,72	3.115,82	3.166,81	4.412,95	5.122,00	6.136,33	7.206,08	8.568,75	11.929,69	16
17	1.668,98	2.889,57	3.552,04	3.610,16	5.030,76	5.839,07	6.995,41	8.214,92	9.768,37	13.599,83	17
18	1.885,94	3.265,22	4.013,80	4.079,48	5.684,76	6.598,15	7.904,81	9.282,86	11.038,26	15.367,81	18
19	2.131,12	3.689,70	4.535,60	4.609,82	6.423,78	7.455,92	8.932,45	10.489,65	12.473,25	17.365,65	19
20	2.386,85	4.132,46	5.079,87	5.162,99	7.194,63	8.350,62	10.004,33	11.748,38	13.970,02	19.449,50	20
21	2.673,27	4.628,35	5.689,45	5.782,55	8.057,98	9.352,70	11.204,85	13.158,19	15.646,42	21.783,44	21
22	2.994,07	5.183,76	6.372,19	6.476,46	9.024,95	10.475,03	12.549,44	14.737,19	17.524,01	24.397,47	22
23	3.323,42	5.753,97	7.073,13	7.188,87	10.017,69	11.627,28	13.929,87	16.358,27	19.451,64	27.081,19	23
24	3.688,99	6.386,90	7.851,17	7.979,64	11.119,63	12.906,27	15.462,15	18.157,67	21.591,31	30.060,10	24
25	4.057,89	7.025,60	8.636,29	8.777,61	12.231,60	14.196,91	17.008,38	19.973,45	23.750,46	33.066,14	25
26	4.463,68	7.728,16	9.499,92	9.655,37	13.454,76	15.616,60	18.709,21	21.970,79	26.125,50	36.372,74	26
27	4.910,05	8.500,98	10.449,91	10.620,91	14.800,24	17.178,26	20.580,14	24.167,88	28.738,06	40.010,03	27
28	5.351,95	9.266,06	11.390,40	11.576,79	16.132,26	18.724,30	22.432,35	26.342,99	31.324,48	43.610,93	28
29	5.833,63	10.100,01	12.415,54	12.618,70	17.584,16	20.409,49	24.451,26	28.713,85	34.143,68	47.535,91	29
30	6.300,31	10.908,00	13.408,78	13.628,19	18.990,88	22.042,24	26.407,34	31.010,95	36.875,16	51.338,76	30
31	6.804,34	11.780,65	14.481,48	14.718,45	20.510,16	23.805,62	28.519,94	33.491,83	39.825,18	55.445,87	31
32	7.280,64	12.605,29	15.495,19	15.748,74	21.945,87	25.472,01	30.516,33	35.836,26	42.612,94	59.327,08	32
33	7.790,29	13.487,66	16.579,85	16.851,15	23.482,08	27.255,05	32.652,47	38.344,79	45.595,84	63.479,97	33
34	8.335,61	14.431,80	17.740,44	18.030,73	25.125,82	29.162,90	34.938,15	41.028,93	48.787,55	67.923,56	34
35	8.835,75	15.297,71	18.804,87	19.112,58	26.633,38	30.912,69	37.034,45	43.490,68	51.714,82	71.999,00	35
36	9.365,89	16.215,57	19.933,16	20.259,33	28.231,38	32.767,44	39.256,50	46.100,11	54.817,70	76.318,92	36
37	9.927,84	17.188,50	21.129,14	21.474,89	29.925,26	34.733,49	41.611,89	48.866,11	58.106,76	80.898,06	37
38	10.523,52	18.219,82	22.396,90	22.763,39	31.720,78	36.817,51	44.108,62	51.798,09	61.593,18	85.751,97	38
39	11.049,69	19.130,81	23.516,75	23.901,56	33.306,82	38.658,38	46.314,05	54.388,00	64.672,84	90.039,57	39
40	11.602,17	20.087,34	24.692,57	25.096,63	34.972,15	40.591,29	48.629,74	57.107,38	67.906,46	94.541,52	40
41	12.182,29	21.091,72	25.927,21	26.351,47	36.720,77	42.620,87	51.061,24	59.962,77	71.301,81	99.268,62	41
42	12.791,40	22.146,30	27.223,57	27.669,04	38.556,81	44.751,91	53.614,30	62.960,90	74.866,89	104.232,04	42
43	13.430,97	23.253,61	28.584,75	29.052,49	40.484,65	46.989,50	56.295,01	66.108,94	78.610,23	109.443,64	43
44	14.102,52	24.416,30	30.013,99	30.505,12	42.508,89	49.338,98	59.109,77	69.414,40	82.540,75	114.915,84	44
45	14.807,64	25.637,11	31.514,68	32.030,37	44.634,32	51.805,92	62.065,25	72.885,11	86.667,78	120.661,61	45
46	15.548,02	26.918,96	33.090,42	33.631,89	46.866,04	54.396,22	65.168,51	76.529,36	91.001,17	126.694,69	46
47	16.325,42	28.264,91	34.744,94	35.313,48	49.209,34	57.116,03	68.426,94	80.355,83	95.551,22	133.029,42	47
48	17.141,69	29.678,16	36.482,18	37.079,16	51.669,81	59.971,83	71.848,28	84.373,62	100.328,78	139.680,89	48
49	17.998,78	31.162,07	38.306,29	38.933,12	54.253,30	62.970,42	75.440,70	88.592,30	105.345,22	146.664,94	49
50	18.898,72	32.720,17	40.221,61	40.879,77	56.965,96	66.118,94	79.212,73	93.021,92	110.612,48	153.998,19	50

Equiv,	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Equiv,
20''	0,4623	0,8004	0,9839	1,0000	1,3935	1,6174	1,9377	2,2755	2,7058	3,7671	20''