Tabela de Preços Publicidade TV 2024

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 2024

Tabela	5''	10''	15''	20''	25''	30''	35''	40''	45''	60''	Tabela
1	44,76	77,50	95,26	96,82	134,92	156,60	214,63	264,76	330,10	504,97	1
2	54,21	93,85	115,36	117,25	163,39	189,64	259,92	320,63	399,75	611,52	2
3	65,48	113,37	139,36	141,64	197,38	229,09	313,99	387,33	482,91	738,72	3
4	78,91	136,61	167,93	170,68	237,84	276,06	378,36	466,74	581,92	890,18	4
5	94,85	164,21	201,86	205,16	285,89	331,83	454,80	561,03	699,47	1.070,01	5
6	113,72	196,88	242,02	245,98	342,77	397,85	545,29	672,66	838,64	1.282,91	6
7	136,00	235,47	289,45	294,19	409,95	475,82	652,16	804,49	1.003,01	1.534,35	7
8	162,25	280,92	345,32	350,97	489,08	567,66	778,03	959,76	1.196,60	1.830,48	8
9	193,08	334,29	410,93	417,65	582,00	675,51	925,85	1.142,11	1.423,94	2.178,25	9
10	229,19	396,81	487,79	495,77	690,86	801,86	1.099,02	1.355,73	1.690,28	2.585,69	10
11	271,36	469,82	577,53	586,98	817,96	949,38	1.301,22	1.605,16	2.001,25	3.061,39	11
12	320,47	554,85	682,05	693,21	965,99	1.121,20	1.536,71	1.895,65	2.363,43	3.615,44	12
13	377,52	653,62	803,46	816,61	1.137,95	1.320,79	1.810,26	2.233,10	2.784,15	4.259,03	13
14	443,58	767,99	944,06	959,51	1.337,08	1.551,91	2.127,04	2.623,88	3.271,35	5.004,32	14
15	519,88	900,09	1.106,45	1.124,55	1.567,06	1.818,85	2.492,90	3.075,19	3.834,04	5.865,09	15
16	607,74	1.052,21	1.293,44	1.314,60	1.831,90	2.126,23	2.914,21	3.594,91	4.482,00	6.856,30	16
17	708,62	1.226,87	1.508,14	1.532,82	2.135,99	2.479,18	3.397,96	4.191,65	5.226,00	7.994,42	17
18	824,13	1.426,86	1.753,98	1.782,68	2.484,17	2.883,31	3.951,85	4.874,92	6.077,87	9.297,57	18
19	955,99	1.655,14	2.034,60	2.067,89	2.881,61	3.344,61	4.584,10	5.654,85	7.050,26	10.785,08	19
20	1.106,08	1.915,01	2.354,04	2.392,56	3.334,03	3.869,73	5.303,83	6.542,70	8.157,19	12.478,40	20
21	1.276,42	2.209,91	2.716,56	2.761,01	3.847,47	4.465,66	6.120,61	7.550,26	9.413,39	14.400,05	21
22	1.469,15	2.543,61	3.126,76	3.177,92	4.428,43	5.139,97	7.044,81	8.690,34	10.834,80	16.574,44	22
23	1.674,83	2.899,71	3.564,50	3.622,83	5.048,41	5.859,57	8.031,09	9.906,99	12.351,68	18.894,87	23
24	1.909,31	3.305,68	4.063,54	4.130,03	5.755,20	6.679,91	9.155,45	11.293,98	14.080,92	21.540,17	24
25	2.157,52	3.735,41	4.591,79	4.666,93	6.503,37	7.548,29	10.345,65	12.762,19	15.911,43	24.340,37	25
26	2.438,00	4.221,01	5.188,73	5.273,63	7.348,80	8.529,57	11.690,58	14.421,27	17.979,91	27.504,62	26
27	2.730,56	4.727,53	5.811,37	5.906,46	8.230,65	9.553,11	13.093,44	16.151,81	20.137,49	30.805,14	27
28	3.058,23	5.294,84	6.508,74	6.615,24	9.218,34	10.699,49	14.664,66	18.090,04	22.554,00	34.501,78	28
29	3.425,21	5.930,22	7.289,78	7.409,07	10.324,54	11.983,43	16.424,43	20.260,84	25.260,48	38.642,01	29
30	3.801,99	6.582,55	8.091,66	8.224,07	11.460,24	13.301,61	18.231,12	22.489,54	28.039,14	42.892,64	30
31	4.220,20	7.306,61	8.981,73	9.128,70	12.720,84	14.764,76	20.236,50	24.963,34	31.123,39	47.610,74	31
32	4.642,22	8.037,28	9.879,91	10.041,58	13.992,94	16.241,25	22.260,18	27.459,71	34.235,76	52.371,86	32
33	5.106,45	8.841,02	10.867,91	11.045,75	15.392,25	17.865,40	24.486,22	30.205,71	37.659,38	57.609,11	33
34	5.617,09	9.725,12	11.954,70	12.150,32	16.931,47	19.651,93	26.934,83	33.226,27	41.425,30	63.369,99	34
35	6.122,63	10.600,38	13.030,62	13.243,85	18.455,31	21.420,60	29.358,97	36.216,63	45.153,58	69.073,30	35
36	6.673,67	11.554,41	14.203,37	14.435,79	20.116,27	23.348,45	32.001,26	39.476,11	49.217,38	75.289,86	36
37	7.207,56	12.478,76	15.339,64	15.590,65	21.725,57	25.216,32	34.561,35	42.634,19	53.154,76	81.313,04	37
38	7.784,17	13.477,06	16.566,82	16.837,91	23.463,63	27.233,64	37.326,28	46.044,95	57.407,17	87.818,12	38
39	8.329,05	14.420,45	17.726,48	18.016,55	25.106,06	29.139,97	39.939,09	49.268,06	61.425,63	93.965,32	39
40	8.912,09	15.429,89	18.967,35	19.277,72	26.863,50	31.179,78	42.734,85	52.716,85	65.725,46	100.542,95	40
41	9.535,93	16.509,97	20.295,05	20.627,15	28.743,93	33.362,35	45.726,27	56.407,00	70.326,21	107.580,90	41
42	10.108,09	17.500,58	21.512,77	21.864,79	30.468,59	35.364,11	48.469,87	59.791,46	74.545,82	114.035,81	42
43	10.714,58	18.550,61	22.803,53	23.176,67	32.296,69	37.485,95	51.378,04	63.378,92	79.018,54	120.877,92	43
44	11.357,45	19.663,65	24.171,75	24.567,28	34.234,51	39.735,12	54.460,75	67.181,68	83.759,68	128.130,65	44
45	12.038,90	20.843,47	25.622,06	26.041,32	36.288,58	42.119,23	57.728,40	71.212,59	88.785,28	135.818,50	45
46	12.640,85	21.885,65	26.903,16	27.343,39	38.103,01	44.225,20	60.614,83	74.773,23	93.224,55	142.609,45	46
47	13.272,88	22.979,92	28.248,30	28.710,54	40.008,14	46.436,43	63.645,53	78.511,84	97.885,72	149.739,82	47
48	13.936,53	24.128,92	29.660,73	30.146,08	42.008,56	48.758,27	66.827,83	82.437,47	102.780,05	157.226,88	48
49	14.633,36	25.335,37	31.143,76	31.653,38	44.108,99	51.196,18	70.169,21	86.559,33	107.919,03	165.088,20	49
50	15.365,03	26.602,13	32.700,95	33.236,05	46.314,44	53.755,99	73.677,68	90.887,30	113.314,99	173.342,62	50
51	16.133,28	27.932,25	34.336,00	34.897,86	48.630,17	56.443,80	77.361,58	95.431,69	118.980,76	182.009,79	51
52	16.939,94	29.328,86	36.052,80	36.642,75	51.061,67	59.265,98	81.229,65	100.203,26	124.929,79	191.110,26	52
53	17.786,94	30.795,29	37.855,43	38.474,88	53.614,75	62.229,27	85.291,11	105.213,41	131.176,26	200.665,74	53
54	18.676,28	32.335,06	39.748,20	40.398,62	56.295,48	65.340,73	89.555,66	110.474,07	137.735,06	210.699,00	54
55	19.610,10	33.951,81	41.735,61	42.418,55	59.110,25	68.607,76	94.033,44	115.997,77	144.621,80	221.233,95	55
56	20.590,61	35.649,41	43.822,40	44.539,49	62.065,78	72.038,17	98.735,14	121.797,69	151.852,94	232.295,71	56
57	21.620,13	37.431,88	46.013,52	46.766,46	65.169,06	75.640,07	103.671,89	127.887,56	159.445,57	243.910,47	57
58	22.653,58	39.221,12	48.212,97	49.001,90	68.284,15	79.255,67	108.627,41	134.000,60	167.067,08	255.569,41	58
59	23.706,97	41.044,90	50.454,87	51.280,49	71.459,36	82.941,07	113.678,59	140.231,63	174.835,70	267.453,40	59
60	24.773,78	42.891,92	52.725,34	53.588,11	74.675,03	86.673,41	118.794,12	146.542,05	182.703,30	279.488,79	60
61	25.851,45	44.757,73	55.018,90	55.919,20	77.923,41	90.443,71	123.961,68	152.916,64	190.650,92	291.646,59	61
62	26.937,21	46.637,56	57.329,70	58.267,81	81.196,19	94.242,36	129.168,08	159.339,15	198.658,27	303.895,76	62
63	28.055,10	48.573,01	59.708,88	60.685,92	84.565,83	98.153,41	134.528,55	165.951,72	206.902,58	316.507,42	63
64	29.205,36	50.564,51	62.156,95	63.174,05	88.033,04	102.177,71	140.044,23	172.755,76	215.385,61	329.484,26	64
65	30.358,98	52.561,81	64.612,15	65.669,43	91.510,35	106.213,74	145.575,99	179.579,62	223.893,36	342.498,91	65
66	31.527,80	54.585,44	67.099,72	68.197,70	95.033,50	110.302,96	151.180,66	186.493,43	232.513,24	355.685,10	66
67	32.710,09	56.632,39	69.615,95	70.755,11	98.597,25	114.439,32	156.849,93	193.486,92	241.232,47	369.023,28	67
Tabela											Tabela

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	2,2168	2,7346	3,4094	5,2155	20´´