

# Tabela de Preços Publicidade TV 2023

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 2023

Tabela	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Tabela
1	156,01	270,11	332,04	337,47	470,26	545,82	719,32	883,09	1.095,77	1.652,66	1
2	185,66	321,43	395,12	401,59	559,62	649,53	855,99	1.050,88	1.303,96	1.966,67	2
3	220,38	381,55	469,03	476,70	664,28	771,02	1.016,09	1.247,43	1.547,85	2.334,50	3
4	260,92	451,75	555,31	564,40	786,49	912,86	1.203,02	1.476,92	1.832,61	2.763,98	4
5	308,15	533,51	655,82	666,55	928,84	1.078,08	1.420,75	1.744,23	2.164,29	3.264,23	5
6	363,00	628,47	772,56	785,20	1.094,18	1.269,98	1.673,65	2.054,71	2.549,54	3.845,28	6
7	426,52	738,46	907,76	922,61	1.285,66	1.492,23	1.966,54	2.414,29	2.995,72	4.518,21	7
8	499,89	865,47	1.063,89	1.081,30	1.506,79	1.748,90	2.304,79	2.829,55	3.510,98	5.295,34	8
9	584,37	1.011,74	1.243,69	1.264,04	1.761,44	2.044,46	2.694,30	3.307,74	4.104,34	6.190,26	9
10	681,37	1.179,69	1.450,14	1.473,87	2.053,84	2.383,84	3.141,55	3.856,82	4.785,66	7.217,84	10
11	792,44	1.371,98	1.686,52	1.714,12	2.388,63	2.772,42	3.653,65	4.485,51	5.565,75	8.394,39	11
12	919,22	1.591,48	1.956,35	1.988,36	2.770,78	3.215,97	4.238,19	5.203,14	6.456,21	9.737,40	12
13	1.063,54	1.841,35	2.263,50	2.300,54	3.205,80	3.720,89	4.903,60	6.020,05	7.469,85	11.266,20	13
14	1.227,32	2.124,92	2.612,08	2.654,82	3.699,49	4.293,91	5.658,75	6.947,13	8.620,20	13.001,19	14
15	1.412,65	2.445,77	3.006,49	3.055,69	4.258,10	4.942,27	6.513,20	7.996,13	9.921,83	14.964,33	15
16	1.610,42	2.788,19	3.427,41	3.483,49	4.854,24	5.634,20	7.425,06	9.115,60	11.310,89	17.059,35	16
17	1.835,88	3.178,53	3.907,24	3.971,18	5.533,84	6.422,99	8.464,57	10.391,78	12.894,42	19.447,66	17
18	2.074,54	3.591,74	4.415,18	4.487,43	6.253,23	7.257,97	9.564,96	11.742,71	14.570,69	21.975,84	18
19	2.344,23	4.058,67	4.989,16	5.070,80	7.066,16	8.201,51	10.808,41	13.269,27	16.464,89	24.832,72	19
20	2.625,54	4.545,70	5.587,85	5.679,29	7.914,09	9.185,68	12.105,41	14.861,57	18.440,66	27.812,62	20
21	2.940,60	5.091,19	6.258,40	6.360,81	8.863,79	10.287,97	13.558,07	16.644,97	20.653,55	31.150,16	21
22	3.293,48	5.702,14	7.009,41	7.124,11	9.927,45	11.522,54	15.185,04	18.642,37	23.131,99	34.888,19	22
23	3.655,76	6.329,37	7.780,45	7.907,76	11.019,46	12.790,01	16.855,39	20.693,03	25.676,50	38.725,88	23
24	4.057,88	7.025,59	8.636,28	8.777,60	12.231,59	14.196,89	18.709,45	22.969,22	28.500,87	42.985,66	24
25	4.463,68	7.728,16	9.499,92	9.655,37	13.454,76	15.616,60	20.580,42	25.266,17	31.350,99	47.284,28	25
26	4.910,05	8.500,98	10.449,91	10.620,91	14.800,24	17.178,26	22.638,47	27.792,80	34.486,10	52.012,72	26
27	5.401,05	9.351,07	11.494,90	11.683,00	16.280,26	18.896,08	24.902,32	30.572,07	37.934,70	57.213,99	27
28	5.887,15	10.192,67	12.529,45	12.734,47	17.745,48	20.596,73	27.143,52	33.323,56	41.348,82	62.363,25	28
29	6.416,99	11.110,01	13.657,09	13.880,57	19.342,57	22.450,43	29.586,44	36.322,68	45.070,21	67.975,93	29
30	6.930,34	11.998,80	14.749,66	14.991,01	20.889,97	24.246,46	31.953,34	39.228,48	48.675,81	73.413,97	30
31	7.484,78	12.958,72	15.929,64	16.190,30	22.561,18	26.186,19	34.509,62	42.366,78	52.569,90	79.287,14	31
32	8.008,71	13.865,82	17.044,70	17.323,61	24.140,45	28.019,21	36.925,28	45.332,42	56.249,76	84.837,18	32
33	8.569,32	14.836,43	18.237,84	18.536,27	25.830,29	29.980,56	39.510,06	48.505,71	60.187,27	90.775,82	33
34	9.169,17	15.874,97	19.514,48	19.833,80	27.638,40	32.079,19	42.275,75	51.901,09	64.400,35	97.130,09	34
35	9.719,32	16.827,48	20.685,36	21.023,84	29.296,72	34.003,96	44.812,32	55.015,19	68.264,41	102.957,95	35
36	10.302,48	17.837,12	21.926,47	22.285,26	31.054,51	36.044,18	47.501,03	58.316,07	72.360,24	109.135,38	36
37	10.920,63	18.907,35	23.242,06	23.622,38	32.917,79	38.206,84	50.351,10	61.815,04	76.701,87	115.683,52	37
38	11.575,87	20.041,80	24.636,59	25.039,73	34.892,86	40.499,26	53.372,18	65.523,97	81.304,00	122.624,57	38
39	12.154,66	21.043,89	25.868,42	26.291,72	36.637,51	42.524,23	56.040,80	68.800,17	85.369,22	128.755,81	39
40	12.762,39	22.096,08	27.161,83	27.606,29	38.469,37	44.650,41	58.842,81	72.240,14	89.637,62	135.193,52	40
41	13.400,51	23.200,89	28.519,94	28.986,62	40.392,86	46.882,96	61.784,98	75.852,19	94.119,56	141.953,28	41
42	14.070,54	24.360,93	29.945,92	30.435,94	42.412,48	49.227,09	64.874,21	79.644,77	98.825,50	149.050,89	42
43	14.774,06	25.578,98	31.443,22	31.957,74	44.533,11	51.688,45	68.117,92	83.627,01	103.766,78	156.503,44	43
44	15.512,77	26.857,93	33.015,38	33.555,63	46.759,77	54.272,88	71.523,83	87.808,37	108.955,13	164.328,63	44
45	16.288,41	28.200,82	34.666,15	35.233,41	49.097,76	56.986,52	75.100,01	92.198,79	114.402,88	172.545,06	45
46	17.102,83	29.610,86	36.399,46	36.995,08	51.552,64	59.835,84	78.855,01	96.808,73	120.123,03	181.172,31	46
47	17.957,97	31.091,40	38.219,43	38.844,83	54.130,27	62.827,63	82.797,76	101.649,15	126.129,16	190.230,90	47
48	18.855,86	32.645,97	40.130,40	40.787,07	56.836,78	65.969,01	86.937,64	106.731,61	132.435,62	199.742,44	48
49	19.798,66	34.278,28	42.136,92	42.826,43	59.678,63	69.267,47	91.284,54	112.068,20	139.057,42	209.729,59	49
50	20.788,59	35.992,19	44.243,77	44.967,75	62.662,56	72.730,84	95.848,76	117.671,61	146.010,28	220.216,07	50
51	21.782,29	37.712,62	46.358,62	47.117,21	65.657,83	76.207,38	100.430,33	123.296,32	152.989,58	230.742,40	51
52	22.795,16	39.466,25	48.514,30	49.308,16	68.710,92	79.751,02	105.100,34	129.029,59	160.103,60	241.471,92	52
53	23.820,95	41.242,24	50.697,45	51.527,03	71.802,92	83.339,82	109.829,86	134.835,93	167.308,27	252.338,17	53
54	24.857,16	43.036,28	52.902,79	53.768,46	74.926,35	86.965,11	114.607,47	140.701,31	174.586,19	263.314,90	54
55	25.901,16	44.843,80	55.124,71	56.026,74	78.073,26	90.617,65	119.421,00	146.610,77	181.918,83	274.374,15	55
56	26.976,06	46.704,82	57.412,39	58.351,85	81.313,30	94.378,28	124.376,97	152.695,12	189.468,46	285.760,68	56
57	28.082,08	48.619,72	59.766,30	60.744,28	84.647,15	98.247,80	129.476,43	158.955,63	197.236,68	297.476,89	57
58	29.191,32	50.540,20	62.127,07	63.143,68	87.990,72	102.128,59	134.590,75	165.234,38	205.027,53	309.227,23	58
59	30.315,19	52.486,00	64.518,96	65.574,71	91.378,36	106.060,54	139.772,49	171.595,90	212.921,08	321.132,47	59
60	31.452,01	54.454,22	66.938,42	68.033,76	94.805,05	110.037,80	145.013,96	178.030,74	220.905,62	333.174,93	60

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	2,1315	2,6168	3,2470	4,8972	20''