

Tabela de Preços Publicidade TV 2021

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 Janeiro 2021

Tabela	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Tabela
1	137,69	238,41	297,40	306,79	415,06	496,20	577,16	664,85	754,64	1.004,95	1
2	163,85	283,70	353,91	365,08	493,92	590,48	686,83	791,17	898,02	1.195,89	2
3	194,49	336,76	420,10	433,36	586,29	700,92	815,28	939,13	1.065,98	1.419,56	3
4	230,28	398,72	497,39	513,09	694,16	829,87	965,28	1.111,92	1.262,10	1.680,73	4
5	271,95	470,88	587,41	605,95	819,79	980,06	1.139,97	1.313,15	1.490,52	1.984,91	5
6	320,36	554,71	691,98	713,82	965,73	1.154,53	1.342,91	1.546,92	1.755,85	2.338,26	6
7	376,43	651,79	813,08	838,74	1.134,73	1.356,58	1.577,92	1.817,63	2.063,13	2.747,46	7
8	441,17	763,89	952,92	983,00	1.329,90	1.589,90	1.849,32	2.130,26	2.417,98	3.220,01	8
9	515,73	892,99	1.113,97	1.149,13	1.554,66	1.858,60	2.161,86	2.490,28	2.826,63	3.764,21	9
10	601,34	1.041,22	1.298,88	1.339,88	1.812,72	2.167,12	2.520,72	2.903,65	3.295,84	4.389,05	10
11	699,36	1.210,95	1.510,61	1.558,29	2.108,21	2.520,38	2.931,61	3.376,97	3.833,08	5.104,49	11
12	811,25	1.404,69	1.752,29	1.807,60	2.445,50	2.923,61	3.400,64	3.917,25	4.446,33	5.921,16	12
13	938,62	1.625,23	2.027,40	2.091,40	2.829,46	3.382,63	3.934,55	4.532,27	5.144,43	6.850,80	13
14	1.083,17	1.875,51	2.339,62	2.413,47	3.265,18	3.903,55	4.540,46	5.230,23	5.936,65	7.905,80	14
15	1.246,72	2.158,71	2.692,90	2.777,90	3.758,22	4.492,98	5.226,06	6.019,99	6.833,08	9.099,57	15
16	1.421,26	2.460,93	3.069,91	3.166,81	4.284,38	5.122,00	5.957,72	6.862,79	7.789,72	10.373,52	16
17	1.620,24	2.805,46	3.499,69	3.610,16	4.884,19	5.839,07	6.791,79	7.823,58	8.880,27	11.825,80	17
18	1.830,87	3.170,16	3.954,65	4.079,48	5.519,13	6.598,15	7.674,73	8.840,64	10.034,71	13.363,15	18
19	2.068,89	3.582,29	4.468,76	4.609,82	6.236,63	7.455,92	8.672,45	9.989,94	11.339,24	15.100,39	19
20	2.317,15	4.012,16	5.005,00	5.162,99	6.985,01	8.350,62	9.713,13	11.188,72	12.699,92	16.912,41	20
21	2.595,21	4.493,62	5.605,60	5.782,55	7.823,21	9.352,70	10.878,71	12.531,36	14.223,92	18.941,90	21
22	2.906,64	5.032,86	6.278,28	6.476,46	8.762,00	10.475,03	12.184,16	14.035,14	15.930,80	21.214,94	22
23	3.226,37	5.586,47	6.968,89	7.188,87	9.725,82	11.627,28	13.524,42	15.579,00	17.683,18	23.548,58	23
24	3.581,26	6.200,98	7.735,46	7.979,64	10.795,66	12.906,27	15.012,10	17.292,68	19.628,32	26.138,91	24
25	3.939,39	6.821,08	8.509,02	8.777,61	11.875,23	14.196,91	16.513,32	19.021,96	21.591,17	28.752,82	25
26	4.333,33	7.503,19	9.359,92	9.655,37	13.062,75	15.616,60	18.164,65	20.924,15	23.750,28	31.628,10	26
27	4.766,66	8.253,51	10.295,91	10.620,91	14.369,03	17.178,26	19.981,12	23.016,57	26.125,31	34.790,92	27
28	5.195,66	8.996,32	11.222,54	11.576,79	15.662,24	18.724,30	21.779,42	25.088,06	28.476,59	37.922,09	28
29	5.663,27	9.805,99	12.232,57	12.618,70	17.071,84	20.409,49	23.739,56	27.345,99	31.039,48	41.335,08	29
30	6.116,33	10.590,47	13.211,17	13.628,19	18.437,58	22.042,24	25.638,71	29.533,65	33.522,62	44.641,86	30
31	6.605,64	11.437,71	14.268,07	14.718,45	19.912,59	23.805,62	27.689,82	31.896,35	36.204,44	48.213,23	31
32	7.068,04	12.238,35	15.266,83	15.748,74	21.306,47	25.472,01	29.628,11	34.129,09	38.738,75	51.588,15	32
33	7.562,80	13.095,03	16.335,51	16.851,15	22.797,92	27.255,05	31.702,07	36.518,13	41.450,46	55.199,31	33
34	8.092,19	14.011,68	17.478,99	18.030,73	24.393,78	29.162,90	33.921,21	39.074,40	44.351,99	59.063,26	34
35	8.577,73	14.852,39	18.527,74	19.112,58	25.857,41	30.912,69	35.956,50	41.418,87	47.013,12	62.607,08	35
36	9.092,39	15.743,53	19.639,40	20.259,33	27.408,85	32.767,44	38.113,88	43.903,99	49.833,90	66.363,49	36
37	9.637,93	16.688,14	20.817,76	21.474,89	29.053,38	34.733,49	40.400,71	46.538,23	52.823,93	70.345,30	37
38	10.216,21	17.689,43	22.066,83	22.763,39	30.796,59	36.817,51	42.824,77	49.330,54	55.993,39	74.566,04	38
39	10.727,02	18.573,90	23.170,17	23.901,56	32.336,42	38.658,38	44.966,01	51.797,07	58.793,06	78.294,34	39
40	11.263,37	19.502,59	24.328,67	25.096,63	33.953,23	40.591,29	47.214,29	54.386,91	61.732,69	82.209,03	40
41	11.826,54	20.477,73	25.545,12	26.351,47	35.650,90	42.620,87	49.575,02	57.106,27	64.819,35	86.319,51	41
42	12.417,87	21.501,61	26.822,37	27.669,04	37.433,44	44.751,91	52.053,77	59.961,58	68.060,31	90.635,47	42
43	13.038,76	22.576,69	28.163,48	29.052,49	39.305,11	46.989,50	54.656,45	62.959,65	71.463,32	95.167,24	43
44	13.690,70	23.705,53	29.571,66	30.505,12	41.270,38	49.338,98	57.389,28	66.107,65	75.036,49	99.925,62	44
45	14.375,23	24.890,80	31.050,24	32.030,37	43.333,89	51.805,92	60.258,74	69.413,02	78.788,30	104.921,88	45
46	15.669,00	27.130,97	33.844,76	34.913,10	47.233,93	56.468,45	65.682,02	75.660,18	85.879,24	114.364,84	46
47	17.079,21	29.572,76	36.890,79	38.055,28	51.484,99	61.550,61	71.593,40	82.469,60	93.608,38	124.657,68	47
48	18.616,34	32.234,31	40.210,96	41.480,26	56.118,64	67.090,17	78.036,81	89.891,87	102.033,14	135.876,89	48
49	20.291,81	35.135,40	43.829,96	45.213,49	61.169,33	73.128,30	85.060,14	97.982,15	111.216,14	148.105,83	49
50	22.118,08	38.297,59	47.774,66	49.282,71	66.674,58	79.709,86	92.715,56	106.800,56	121.225,61	161.435,37	50

Equiv,	5"	10"	15"	20"	25"	30"	35"	40"	45"	60"	Equiv,
30"	0,2775	0,4805	0,5994	0,6183	0,8365	1,0000	1,1632	1,3399	1,5208	2,0253	30"
20"	0,4488	0,7771	0,9694	1,0000	1,3529	1,6174	1,8813	2,1671	2,4598	3,2757	20"