



MOTOR24

TABELA²⁰¹⁹ de

publicidade

Digital



Global Media
GROUP

Formatos

Formats

DESKTOP

FORMATOS/FORMATS	HOME	SECÇÃO	ROS
M-rec (300x250)	115 €	115 €	95 €
M-rec Video (16:9)	150 €	150 €	124 €
M-rec Expansível (300x250 > 600x500)	150 €	150 €	124 €
Half Page (300x600)	160 €	160 €	140 €
Half Page Expansível (300x600)	208 €	208 €	182 €
Half Page Video (300x600)	208 €	208 €	182 €
Layer (600x500)	175 €	175 €	175 €
Interstitial (800x600)	220 €	220 €	220 €
Pushdown (1090x100 > 1090x300)	200 €	200 €	200 €
Ticker Expansível (1090x75 > 1090x300)	230 €	230 €	230 €
Topo Expansível (1090x75 > 1090x300)	190 €	190 €	190 €
Takeover (Superboard + M-rec HP) (1090x200 + 300x250)	275 €	---	---

FORMATOS/FORMATS	HOME	SECÇÃO	ROS
M-rec + Layer (300x250 e 600x500)	220 €	---	---
Superboard (1090x200)	180 €	180 €	170 €
Splash (1024x600)	220 €	220 €	220 €
Window Splash	230 €	230 €	230 €
Flip Ad (1024x600)	220 €	220 €	220 €
Half Page Side Kick (300x600 > 600x600)	200 €	200 €	200 €
M-rec Side Kick (300x250 > 600x500)	160 €	160 €	160 €
Native Ad in News Middle	3.000 €	---	---
Native Ad Premium	4.500 €	---	---
Native Ad Video In News Middle	8.000 €	---	---
Native Ad in Related	1.500 €	---	---

PLAYER VÍDEO

FORMATOS/FORMATS	HOME	SECÇÃO	ROS
Pré-Roll em CPV	---	---	0,05 €
Pré-Roll Interactivo em CPV	---	---	0,06€
Mid-Roll em CPV	---	---	0,035€

FORMATOS/FORMATS	HOME	SECÇÃO	ROS
Post Roll em CPM	---	---	100 €
Incontent em CPM	---	---	220 €
Spot TV em CPM	125€	125€	125€

Segmentos de device, Segmentos de comportamento, geo-targeting, horários, dias, outros/ Device segments, segments of geo-targeting, behavior, schedule, days, others	+15%	+15%	+15%
Vídeos e expansíveis/ Videos and expandable	+30%	+30%	+30%
Ad verification	+15%		

Formatos

Formats

MOBILE

FORMATOS / FORMATS	HOME	SECÇÃO	ROS
M-rec (300x250)	115 €	115 €	95 €
M-rec Video (16:9)	150 €	150 €	124 €
Half Page (300x600)	160 €	160 €	140 €
Half Page Video (300x600)	208 €	208 €	182 €
Superboard (320x100)	180 €	180 €	170 €
Splash (640x480 - 480x640)	220 €	220 €	220 €
Pushdown (320x100 > 320x300)	200 €	200 €	200 €
Ticker Expansível (320x75 > 320x300)	230 €	230 €	230 €
Topo Expansível (320x75 > 320x300)	200 €	200 €	200 €
Flip Ad (640x480 - 480x640)	220 €	220 €	200 €
Incontent (video 16:9)	---	---	220 €

Segmentos de device, Segmentos de comportamento, geo-targeting, horários, dias, outros/ Device segments, segments of geo-targeting, behavior, schedule, days, others

+15% +15% +15%

Videos e expansíveis/ Videos and expandable

+30% +30% +30%

Ad verification

+15%



Formatos

Formats

DESKTOP (PREÇOS VCPM)

FORMATOS / FORMATS	HOME	SECÇÃO	ROS
M-rec (300x250)	173 €	173 €	143 €
M-rec Vídeo (16:9)	224 €	224 €	185 €
M-rec Expansível (300x250 > 600x500)	224 €	224 €	185 €
Half Page (300x600)	240 €	240 €	210 €
Half Page Expansível (300x600)	312 €	312 €	273 €
Half Page Vídeo (300x600)	312 €	312 €	273 €
Layer (600x500)	263 €	263 €	263 €
Interstitial (800x600)	330 €	330 €	330 €
Pushdown (1090x100 > 1090x300)	300 €	300 €	300 €
Ticker Expansível (1090x75 > 1090x300)	345 €	345 €	345 €
Topo Expansível (1090x75 > 1090x300)	285 €	285 €	285 €
Takeover (Superboard + M-rec HP) (1090x200 + 300x250)	413 €	---	---

FORMATOS / FORMATS	HOME	SECÇÃO	ROS
M-rec + Layer (300x250 e 600x500)	330 €	---	---
Superboard (1090x200)	270 €	270 €	255 €
Splash (1024x600)	330 €	330 €	330 €
Window Splash	345 €	345 €	345 €
Flip Ad (1024x600)	330 €	330 €	330 €
Half Page Side Kick (300x600 > 600x600)	300 €	300 €	300 €
M-rec Side Kick (300x250 > 600x500)	240 €	240 €	240 €
Native Ad in News Middle	---	---	---
Native Premium	---	---	---
Native Ad Video In News Middle	---	---	---
Native Ad in Related	---	---	---

PLAYER VÍDEO (PREÇOS VCPV)

FORMATOS / FORMATS	HOME	SECÇÃO	ROS
Pré-Roll em CPV	---	---	0,12 €
Pré-Roll Interactivo em CPV	---	---	0,12 €
Mid-Roll em CPV	---	---	0,12 €

FORMATOS / FORMATS	HOME	SECÇÃO	ROS
Post Roll em CPM	---	---	150 €
Incontent em CPM	---	---	330 €
Spot TV em CPM	188 €	188 €	188 €

Segmentos de device, Segmentos de comportamento, geo-targeting, horários, dias, outros / Device segments, segments of geo-targeting, behavior, schedule, days, others	+15%	+15%	+15%
Vídeos e expansíveis / Videos and expandable	+30%	+30%	+30%
Ad verification	+15%		

Formatos

Formats

MOBILE (PREÇOS VCPM)

FORMATOS / FORMATS	HOME	SECÇÃO	ROS
M-rec (300x250)	173 €	173 €	143 €
M-rec Video (16:9)	224 €	225 €	186 €
Half Page (300x600)	240 €	240 €	210 €
Half Page Video (300x600)	312 €	312 €	273 €
Superboard (320x100)	270 €	270 €	255 €
Splash (640x480 - 480x640)	330 €	330 €	330 €
Pushdown (320x100 > 320x300)	300 €	300 €	300 €
Ticker Expansível (320x75 > 320x300)	345 €	345 €	345 €
Topo Expansível (320x75 > 320x300)	300 €	300 €	300 €
Flip Ad (640x480 - 480x640)	330 €	330 €	300 €
Incontent (video 16:9)	---	---	330 €

Segmentos de device, Segmentos de comportamento, geo-targeting, horários, dias, outros/ Device segments, segments of geo-targeting, behavior, schedule, days, others

+15% +15% +15%

Videos e expansíveis/ Videos and expandable

+30% +30% +30%

Ad verification

+15%





MOTOR24

TABELA²⁰¹⁹ de publicidade

Digital

Contacts

Contacts

LISBOA

Rua Tomás da Fonseca, Torre E, Piso 6,
1600-209 Lisboa
Tel: +351 213 187 476
publicidadesul@globalmediagroup.pt

PORTO

Rua Gonçalo Cristóvão, 195
4049-011 Porto
Tel: +351 222 096 187
publicidadenorte@globalmediagroup.pt