




1º Caderno - Main News

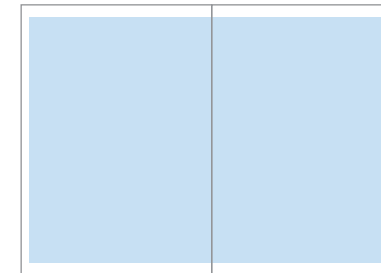
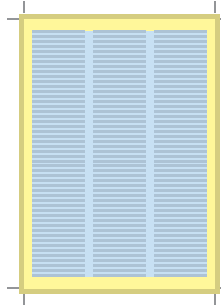
DIMENSIONS (mm)

Trim: 330x500
Type area: 300x460
Bleed: 3

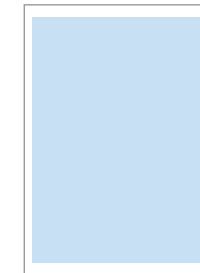
Notes

Special Positions: + 30%
Mono: - 25%

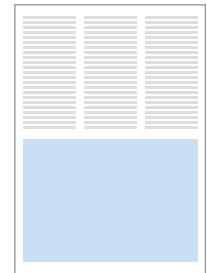
Type area 
Trim size 
Bleed size 



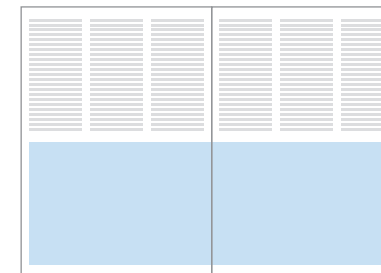
DOUBLE PAGE SPREAD
630x460



PAGE
300x460



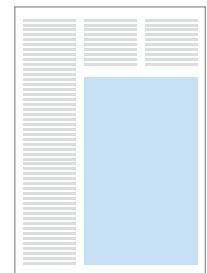
HALF PAGE across
300x228.1



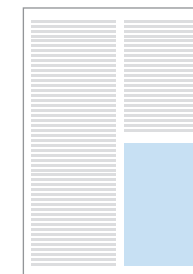
HALF PAGE DPS
630x228.1



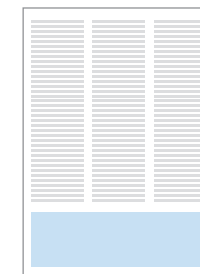
HALF PAGE upright
148x460



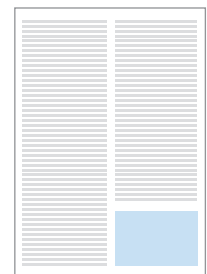
Junior-Page
198.6x305.4



QUARTER PAGE
148x228.1



QUARTER PAGE
across
300x112.1



EIGHTH PAGE
148x112.1

	Before Central Pages	After Central Pages
Double Page Spread	35.500 €	34.580 €
Central DPS	39.250 €	
Half Page DPS	24.270 €	23.490 €
Odd Page	24.270 €	23.490 €
Even Page	18.810 €	18.060 €
Odd Junior-Page	13.740 € *	13.310 € *
Even Junior-Page	10.610 € *	10.180 € *
Half Odd Page (Upright or Across)	13.310 €	12.880 €
Half Even Page (Upright or Across)	10.300 €	9.890 €
Quarter Odd Page		6.390 €
Quarter Even Page	5.600 €	4.910 €
Quarter Odd Page Across	8.500 € *	6.440 €
Quarter Even Page Across	6.570 € *	4.970 €
Eighth Odd Page		2.530 €
Eighth Even Page		1.950 €

Web Products See all available formats and prices at: <http://publicidadeonline.impresa.pt/>

* Solus

The net value of all advertisements is subject to the VAT tax effective at each moment.

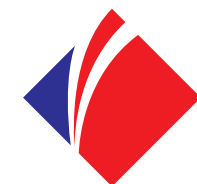
Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution

Technical Data

Printing Method: 4-Colour Heat-set Offset
Printing House: Lisgráfica SA
Paper: 45g/m2 Newspaper






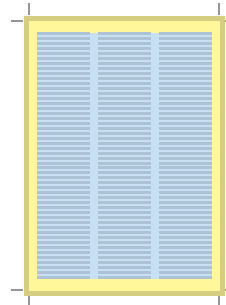
IMPRESA
Publishing

Economia - Economy

DIMENSIONS (mm)

Trim: 330x500
 Type area: 300x460
 Bleed: 3

Type area 
 Trim size 
 Bleed size 



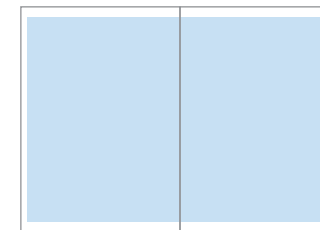
Notes

Special Positions: + 30%
 Mono: - 25%
 Annual Financial Statements: - 40% on DPS, Full Page,
 Half Page and Junior-Page values (accepted formats)

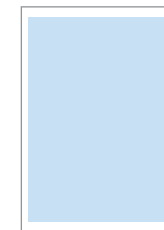
	Before Central Pages	After Central Pages
Double Page Spread	34.420 €	33.620 €
Central DPS	39.040 €	
Half Page DPS	23.220 €	22.700 €
Odd Page	23.220 €	22.700 €
Even Page	17.650 €	17.340 €
Odd Junior-Page	12.950 € *	12.630 € *
Even Junior-Page	9.850 € *	9.600 € *
Half Odd Page (Upright or Across)	12.570 €	12.230 €
Half Even Page (Upright or Across)	9.550 €	9.310 €
Quarter Odd Page		6.110 €
Quarter Even Page	5.100 €	4.650 €
Quarter Odd Page Across	7.870 € *	6.170 €
Quarter Even Page Across	5.970 € *	4.710 €
Eighth Odd Page		2.430 €
Eighth Even Page		1.860 €
Outside Back Cover		27.770 €
Window on front Page		770 €
"Market" Module (Classifieds)		580 €

The net value of all advertisements is subject to the VAT tax effective at each moment.

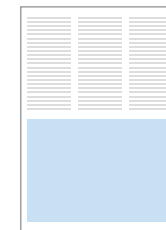
* Solus



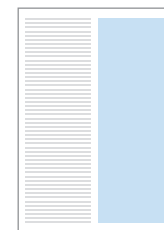
DOUBLE PAGE SPREAD
630x460



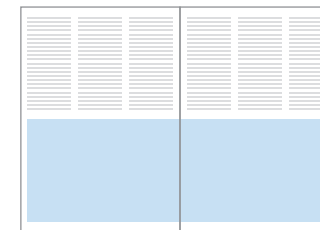
PAGE
300x460



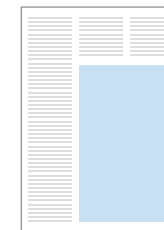
HALF PAGE across
300x228.1



HALF PAGE upright
148x460



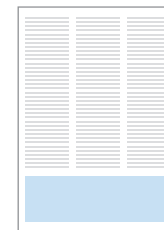
HALF PAGE DPS
630x228.1



Junior-page
198.6x305.4



QUARTER PAGE
148x228.1



QUARTER PAGE across
300x112.1



EIGHTH PAGE
148x112.1



WINDOW on front Page
45x35



"Market" Module (Classifieds)
97.3x73.7

Technical Data

Printing Method: 4-Colour Heat-set Offset
 Printing House: Lisgráfica SA
 Paper: 45g/m2 Newspaper

Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



IMPRESA
Publishing

Inserts

Notes

Inserts in Única magazine: + 5%
 Exclusivity guaranteed to the activity sector responsible for contracting the plasticization in Única or Extra Magazines.

Area	Number of copies	Up to 8 pages
Nationwide	160.000	15.760 €
Greater Lisbon	85.000	9.040 €
City of Lisbon	43.000	5.860 €
Greater Oporto and Northern Litoral	35.000	6.210 €
City of Oporto	18.000	2.930 €
Central Litoral	18.000	2.930 €
Greater Lisbon + Greater Oporto and Northern Litoral	120.000	13.920 €
Other areas of the country	Pricing available upon request	Pricing available upon request
For all the above mentioned areas		
From 8 to 16 pages		+ 10%
From 18 to 24 pages		+ 20%
From 26 to 40 pages		+ 30%
From 42 to 72 pages		+ 40%
From 74 to 100 pages		+ 50%
+ 100 pages		Pricing available upon request

The net value of all advertisements is subject to the VAT tax effective at each moment.

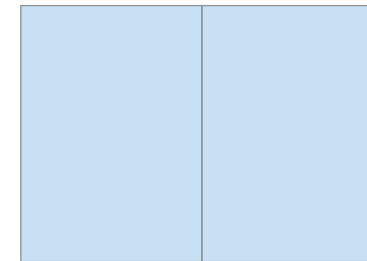
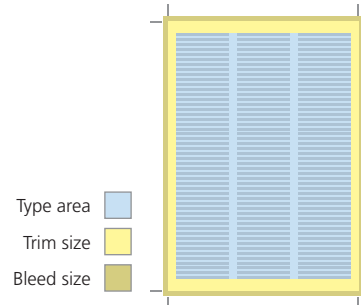
Única

DIMENSIONS (mm)

Trim: 225x297
 Type area: 199x270
 Bleed: 3

Notes

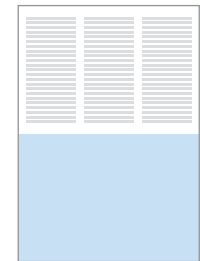
Special Positions: + 30%



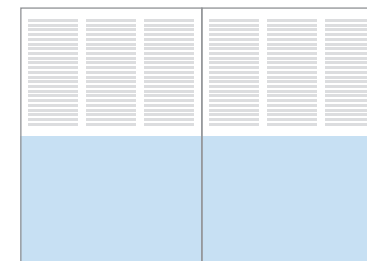
DOUBLE PAGE SPREAD
 450x297 (424x270)



FULL PAGE
 225x297 (199x270)



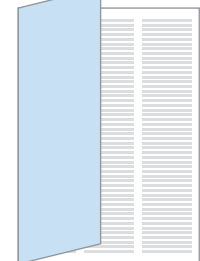
HALF PAGE across
 225x148 (199x135)



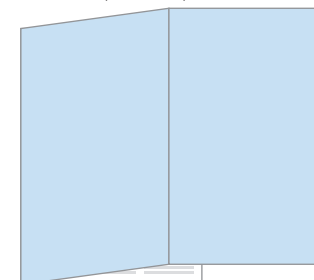
HALF PAGE DPS
 450x148 (424x135)



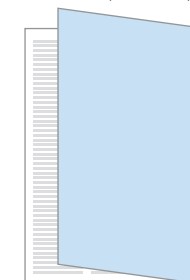
HALF PAGE upright
 112x297 (100x270)



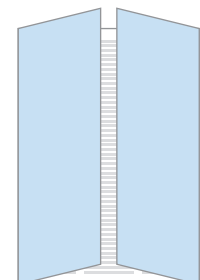
COVER FLAP left
 112+112x297



GATEFOLDER
 220+215+210x297



COVER FLAP right
 220x297



ALTAR FOLD COVER
 220+215x297

Double Page Spread	13.820 €	Half Even Page	
First DPS	15.150 €	(Upright or Across)	3.190 €
Second DPS	14.770 €	Special Products	
Third DPS	14.630 €	Outside Back Cover	9.810 €
Half Page DPS	9.410 €	Inside Front Cover	9.440 €
Odd Page	8.110 €	Inside Back Cover	9.250 €
First Odd Page	8.570 €	Tack-on Inserts until 6 pages	17.000 € *
Second Odd Page	8.310 €	Plasticization	23.230 €
Third Odd Page	8.230 €	Wrapper	16.900 €
Even Page		Gatefolder	24.170 €
(Opening Section)	7.270 €	Cover Flap (Left)	28.900 €
Even Page	5.810 €	Altar Fold Cover	36.360 €
Half Odd Page		Cover Flap (Right)	20.700 €
(Upright or Across)	4.280 €		

* does not include price of the space on which the insert will be glued

The net value of all advertisements is subject to the VAT tax effective at each moment.

"Publi-Reportagem" available only for Única. Requires previous approval, with 50% over the price of the space.

Exclusivity guaranteed to the activity sector responsible for contracting the plasticization in Única.

Technical Data

Printing Method: 4-Colour Offset
 Printing House: Lisgráfica SA
 Paper: LWC 60g/m2
 Cover Paper: Glossy couche 130g
 Finishing: Saddle-stitched (two wire staples) or perfect bound

Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

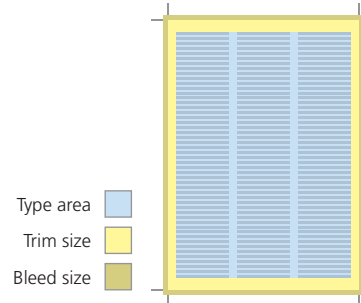
- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



Actual

DIMENSIONS (mm)

Trim: 260x330
 Type area: 234x304
 Bleed: 3



Notes

Special Positions: + 30%
 General Advertising: + 50%
 Mono: - 25%

Double Page Spread	7.220 €
Half Page DPS	3.890 €
Odd Page	4.210 €
Even Page	3.360 €
Half Odd Page (Upright or Across)	2.160 €
Half Even Page (Upright or Across)	1.850 €
Quarter Page	900 €
One-Third Page (Upright or Across)	1.200 €
One-Sixth Page (Upright or Across)	600 €
One-Eighth Page	410 €
Footer	900 €
Special Products	
Outside Back Cover	4.930 €
Inside Front Cover	4.460 €
Inside Back Cover	4.330 €

The net value of all advertisements is subject to the VAT tax effective at each moment.

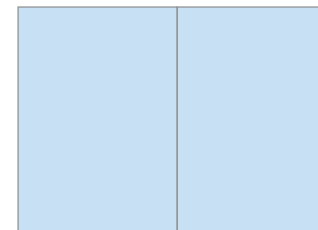
Technical Data

Printing Method: 4-Colour Heat-set Offset
 Printing House: Lisgráfica SA
 Paper: JA 45g/m²
 Finishing: Saddle-stitched (two wire staples)

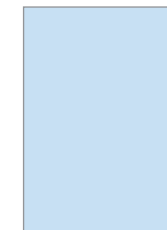
Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

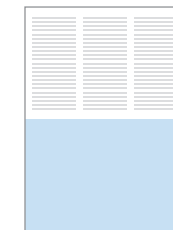
- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



DOUBLE PAGE SPREAD
 520x330 (494x304)



FULL PAGE
 260x330 (234x304)



HALF PAGE across
 260x159 (234x150)



HALF PAGE upright
 127x330 (115x304)



HALF PAGE DPS
 520x159 (494x150)



QUARTER PAGE
 115x150



ONE-THIRD PAGE upright
 75x304



ONE-THIRD PAGE across
 234x101



ONE-SIXTH PAGE upright
 75x150



ONE-SIXTH PAGE across
 234x40



ONE-EIGHTH PAGE
 75x97



FOOTER
 234x62




Extra Magazines

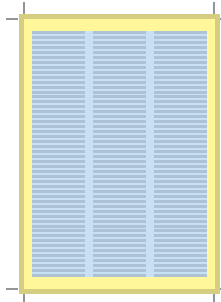
DIMENSIONS (mm)

Trim: 225x297
 Type area: 199x270
 Bleed: 3

Notes

Special Positions: + 30%

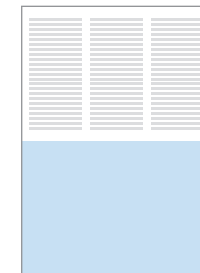
Type area 
 Trim size 
 Bleed size 



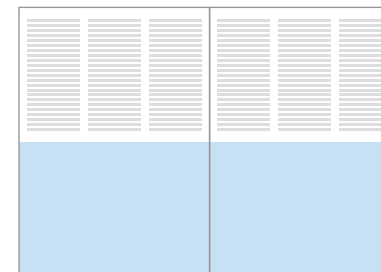
DOUBLE PAGE SPREAD
 450x297 (424x270)



FULL PAGE
 225x297 (199x270)



HALF PAGE across
 225x148 (199x135)



HALF PAGE DPS
 450x148 (424x135)



HALF PAGE upright
 112x297 (100x270)

Double Page Spread	8.700 €	Half Odd Page	3.450 €
First DPS	11.040 €	Half Even Page	2.310 €
Second DPS	9.430 €	Special Products	
Third DPS	9.340 €	Outside Back Cover	8.440 €
Half Page DPS	5.520 €	Inside Front Cover	6.600 €
Odd Page	5.450 €	Inside Back Cover	6.240 €
First Odd Page	6.080 €	Insert	9.690 €
Second Odd Page	5.900 €	Glued-on Insert	12.920 €
Third Odd Page	5.840 €	Plasticization	16.330 €
Even Page	4.410 €		

The net value of all advertisements is subject to the VAT tax effective at each moment.

Technical Data

Printing Method: 4-Colour Offset
 Printing House: Lisgráfica SA
 Paper: LWC Silk 65g
 Cover Paper: Couché Brillhante 130g
 Finishing: Saddle-stitched (two wire staples)
 or perfect bound

Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution

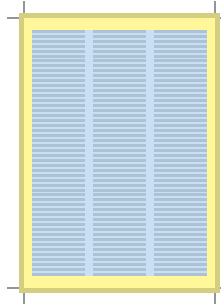
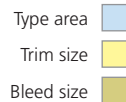
Emprego - Employment

DIMENSIONS (mm)

Trim: 260x334
 Type area: 237x309
 Bleed: 3

Notes

Special Positions: + 30%
 Full Colour: + 40%
 Special Advertising Section (Written Advertising) +30%



Normal Editing Pages

Double Page Spread	11.500 € *
Full Page	6.000 € *
Outside Back Cover	10.500 € *
Inside Back Cover	7.750 € *
Half Page	2.150 €
One-Quarter Page	1.100 €
Footer (Cover)	2.950 €
Footer (Editorial)	1.400 €
From 14 to 30 modules – value per module	63 €
Up to 12 modules – value per module	49 €

Services

Answers to the Newspaper

Applications are received by the Newspaper and sent in sealed and anonymous bags to the Advertisers who choose not to enter physical address for the applications' reception, 17 days after the ads' publication.

* Includes full colour

The net value of all advertisements is subject to the VAT tax effective at each moment.

Technical Data

Printing Method: 4-Colour Heat-set Offset
 Printing House: Lisgráfica SA
 Paper: JA 45g/m2
 Finishing: Saddle-stitched (two wire staples)

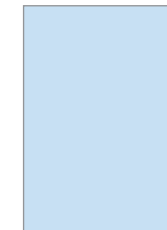
Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

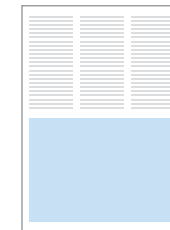
- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



DOUBLE PAGE SPREAD
 520x334
 144 modules



PAGE
 260x334
 72 modules

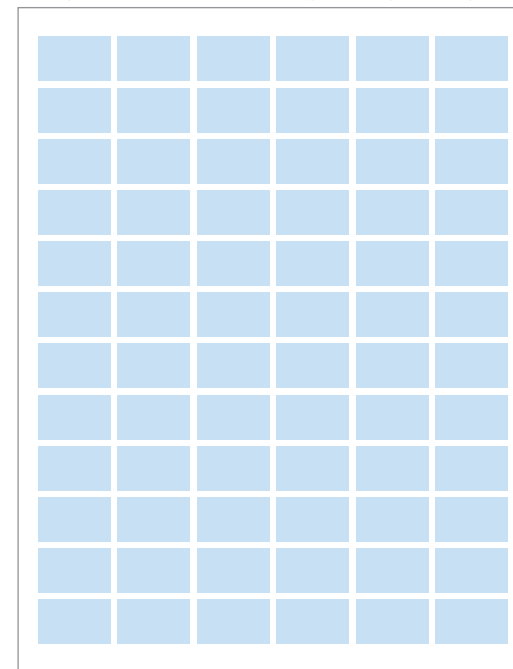


HALF PAGE across
 237x153
 36 modules



QUARTER PAGE
 117x153
 18 modules

1 column 37
 2 columns 77
 3 columns 117
 4 columns 157
 5 columns 197
 6 columns 237



ONE MODULE
 37x23

12 modules 309
 11 modules 283
 10 modules 257
 9 modules 231
 8 modules 205
 7 modules 179
 6 modules 153
 5 modules 127
 4 modules 101
 3 modules 75
 2 modules 49
 1 module 23



FOOTER
 237x49
 12 modules



COVER FOOTER
 260x67

espressoemprego.pt

Employment Portal

Individual Ads

Web Simple Ad + Newspaper 275 €

Web: Published for 30 days, includes a management tool of responses; Paper: 1 edition (4 modules)

Free highlight Search Result 50 €

Free highlight in the offers' list. Follows the chronological order of publication.

Professional Account

Insertion and Management of ads (online) Upon Request

Tool for customers who purchase at least 1 simple ad on the Internet and/or newspaper. Allows to change the text of the ads without charge until 20% of the characters (with spaces) and, from here, 0.4€ + VAT per character changed/edited.

CVs Search Value per downloaded CV 7 €

Service to consult, filter and download CVs. Value per downloaded CV, minimum purchase of 280€ (40 CVs).

Candidates Mail Value per candidate email 0.5 €

Service of sending an ad via recruitment e-mail to the universe of CVs (Users). May apply rules of minimum purchase according to the profile required.

Applications' Management Upon Request

Filtering responses. Additional product to the search of CVs and e-mails for the candidates.

Extras

Ad anticipation in the Internet 100 €

Ad logo in the Internet 50 €

The net value of all advertisements is subject to the VAT tax effective at each moment.

Filter questionnaire in the ad 100 €

Placement of a questionnaire to filter applications (duration of ad)

Custom Layout (Value Year) 1.100 €

Frame / standard layout to publish offers in the portal

Corporate Advertising (Employment)

Corporate Top Button (120x60) (Value Month) 2.500 €

Home page, result of search and newsletter.

Corporate Bottom Button (120x60) (Value Month) 1.750 €

Available only in the Homepage.

Traditional Advertising - Generic

Top MREC (300x250), value CPM Upon Request

Homepage + others.

Bottom MREC (300x250), value CPM Upon Request

Homepage + others.

Minibanner (300x120), value CPM Upon Request

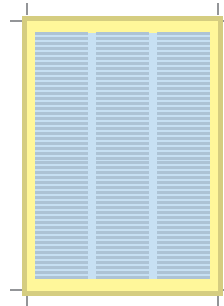
Only Homepage.

Other Products & Services

Ads' XML importation (large account) Upon Request

Espaços & Casas

Real Estate Exclusive Pages in Expresso






DIMENSIONS (mm)

Trim: 260x334
 Type Area: 237x309
 Bleed: 3

Notes

Special Positions: + 30%
 Special Advertising Section (Written Advertising) + 30%
 Highlight (Classified) + 20%

Type area 
 Trim size 
 Bleed size 

Normal Editing Pages

Double Page Spread	9.500 €
Full Page	5.350 €
Outside Back Cover	8.500 €
Half Page	2.800 €
Quarter Page	1.260 €
1/8 Page	450 €
Footer (Cover)	2.000 €
Footer (Editorial)	780 €
Premium Module	300 €
Market Module	200 €
From 14 to 30 modules – value per module	67 €
Up to 12 modules – value per module	50 €

In the Classifieds' Section

Type A 1 module	23,25 €
Type B 2 mods, upright, with photo	65,25 €
Type C 2 mods, across, without photo	46,50 €
Type D 4 mods, with photo	130,50 €
Island in the Classified Area	600 €

The net value of all advertisements is subject to the VAT tax effective at each moment.

DOUBLE PAGE SPREAD
520x334
144 modules

PAGE
260x334
72 modules

HALF PAGE across
237x153
36 modules

QUARTER PAGE
117x153
18 modules

1/8 PAGE
117x75
9 modules

FOOTER
237x49
12 modules

COVER FOOTER
260x65

MARKET MODULE
77x49
4 modules

PREMIUM MODULE
77x75
6 modules

Island in the Classified Area
77x101
8 modules

ONE MODULE
37x23

1 column 37
2 columns 77
3 columns 117
4 columns 157
5 columns 197
6 columns 237

12 modules 309
11 modules 283
10 modules 257
9 modules 231
8 modules 205
7 modules 179
6 modules 153
5 modules 127
4 modules 101
3 modules 75
2 modules 49
1 module 23

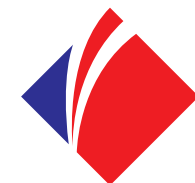
Technical Data

Printing Method: 4-Colour Heat-set Offset
 Printing House: Lisgráfica SA
 Paper: JA 45g/m2
 Finishing: Saddle-stitched (two wire staples)

Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



IMPRESA
Publishing

bpiexpressoimobiliario.pt

Real Estate Vertical Portal

Mediating

Customization, contract value / 12M	2.000 €
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20% in the adjudication

Customization, contract value / 6M	1.200 €
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50% in the adjudication

Estate Promotors

Solution Base (Value Month)	1.600 €
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Includes: Mini banner bottom HP (300x120); full banner (640x250) and button (200x200) in the Buildings' Section; news and photo in the News Section; guarantee 75,000 views.

Solution Premium (Value Month)	3.000 €
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Includes: Mini banner bottom or top in HP (300x120); full banner (640x250) and button (200x200) in the Buildings' Section; mini banner in the results of the properties' search (250x100); news and photo in the News Section; news and banner in the Newsletter; guarantee 160.000 views.

Traditional Advertising - Generic

MREC, value CPM	Upon Request
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Minibanner, value CPM	Upon Request
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The net value of all advertisements is subject to the VAT tax effective at each moment.

For more information, please contact the site bpiexpressoimobiliario.pt

Espaços & Casas TV

Real Estate Exclusive Program in SIC Notícias

Special and exclusive program in SIC Notícias

Sponsorship Card

1.500 €

Minimum purchase 4 premieres; availability up to 5 cards

Special Advertising

5.000 €

Minimum 2 minutes. 40% in the adjudication

The net value of all advertisements is subject to the VAT tax effective at each moment.

Information

Legal Notice

As a member of the ICAP (Instituto Civil da Autodisciplina da Publicidade – Civil Institute of Advertising Self-Regulation), the Publisher is subordinated and intimately bound to comply with the Statutes, Code of Conduct and any other norms adopted by the aforesaid Institute. Therefore, the Client shall fully accept that the Publisher will not convey advertising messages that are ethically or legally reproachable and/or will cease their publication at the earliest.

Acceptance Conditions

The Publisher reserves the right to decline to publish all advertising that does not comply with his orientation. The Publisher reserves the right to suspend publication of any advertisement whenever he is forced to do so due to pagination reasons. The Publisher will only be liable to repeat the insertion in another date.

The placement of advertising will be subject to pagination conveniences and the location will be determined by the Publisher according to his technical possibilities, excepting the advertisements that have been accepted under special position agreements.

The Publisher reserves the right to change at any moment the prices indicated in this rate card, without prior notice. The prices applied will be those effective on the publication date.

The Publisher will not be liable, other than for the correct repetition, for insertions with errors, inaccuracies or omissions that are ascribable to him. The Publisher does not assume responsibility for the loss or damage caused to material supplied for publication. All publication orders signed by the Advertisers or Agencies amount to full knowledge of the rate card and corresponding conditions. The net value of all advertisements is subject to the VAT tax effective at each moment.

Booking of Space and Cancellation

The booking of space and corresponding written confirmation shall be sent at least 15 days prior to publishing date. The deadlines for the supply of printing materials are:

1º Caderno: Wednesday prior to publishing date

Economia: Wednesday prior to publishing date

Única: Friday on the week prior to publishing date

Actual: Monday prior to publishing date

Espaços & Casas: Monday prior to publishing date

Emprego: Wednesday prior to publishing date

Cancellations must be made in writing until 15 days prior to the advertisement publishing date. Otherwise, the Publisher reserves the right to invoice the contracted space.

Claims

Claims should be submitted in writing, within 10 days from publication date.

Contacts

Edifício São Francisco de Sales
Rua Calvet de Magalhães, 242
2770-022 Paço de Arcos
Tel.: (351) 214 544 000

North Delegation

Rua Monte dos Burgos, 1080
4250-314 Porto

Director of Publication

Henrique Monteiro
hmonteiro@expresso.impresa.pt
Tel.: (351) 214 544 200

Commercial Director

Maria João Peixe Dias
mjdias@impresa.pt

Secretary

Maria Martinez
mmartinez@impresa.pt
Tel.: (351) 214 544 021 - Fax: (351) 214 435 310

Advertising Coordinator Director

Miguel Simões
msimoes@impresa.pt
Tel.: (351) 214 698 798 - Fax: (351) 214 698 543

Agencies and Major Accounts

Account Managers

Dinorá Casanova
dcasanova@impresa.pt

Tel.: (351) 214 544 048 - Fax: (351) 214 435 310

Gonçalo Troçolo

gtrocolo@expresso.pt

Tel.: (351) 214 544 031 - Fax: (351) 214 435 310

Nuno Martins

nhmartins@impresa.pt

Tel.: (351) 214 698 252 - Fax: (351) 214 435 310

Advertising and Operations

Manuela Batlle Y Font

mbfont@impresa.pt

Tel.: (351) 214 544 034 - Fax: (351) 214 435 310

Direct Sales and Commercial Supplements

Direct Sales Director

João Santana

jsantana@impresa.pt

Tel.: (351) 214 544 040 - Fax: (351) 214 435 312

Account Managers

José Valverde

jvalverde@impresa.pt

Tel.: (351) 214 544 045 - Fax: (351) 214 435 312

Pinto da Silva

psilva@impresa.pt

Tel.: (351) 214 544 042 - Fax: (351) 214 435 312

Sérgio Alves

salves@impresa.pt

Tel.: (351) 214 544 047 - Fax: (351) 214 435 312

Carlos Ferrão

cferrao@impresa.pt

Tel.: (351) 214 544 043 - Fax: (351) 214 435 312

Manuel Piçarra

mpicarra@impresa.pt

Tel.: (351) 214 698 283 - Fax: (351) 214 435 312

Commercial Director

João Capucho

jcapucho@impresa.pt

Tel.: (351) 214 544 367 - Fax: (351) 214 435 313

Account Managers

Patrícia Oliveira Monteiro

pomonteiro@impresa.pt

Tel.: (351) 214 544 382 - Fax: (351) 214 435 313

Hugo Lourenço

hlourenco@impresa.pt

Tel.: (351) 214 544 246 - Fax: (351) 214 435 313

Cláudio Casquinha

ccasquinha@impresa.pt

Tel.: (351) 214 544 239 - Fax: (351) 214 435 313

Elias Lage

elage@impresa.pt

Tel.: (351) 214 544 046 - Fax: (351) 214 435 313

Materials' Coordination

José António Lopes

jalopes@impresa.pt

Tel.: (351) 214 698 709 - Fax: (351) 214 698 524

North Delegation Director

Ángela Almeida

aalmeida@impresa.pt

Tel.: (351) 228 347 527

Account Managers

Marta Teixeira

mteixeira@impresa.pt

Tel.: (351) 228 347 534 - Fax: (351) 228 347 558

Helena Almeida

halmeida@impresa.pt

Tel.: (351) 228 347 526 - Fax: (351) 228 347 558

Commercial Assistant

Ilda Vilela

ivilela@impresa.pt

Tel.: (351) 228 347 520 - Fax: (351) 228 347 558

Materials' Deputy Coordinator

Carlos Martins

cbmartins@impresa.pt

Tel.: (351) 228 347 543 - Fax: (351) 228 347 558

