

# Math in the Media: 30 Second Ad Costs

## Math In The Media

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**NEW:** Prime Time Ad Prices for 2023

### 2023 Prime Time Advertising Prices

<u>Rank</u>	<u>Program</u>	<u>Network</u>	<u>30 Second Ad Price</u>
1	Sunday Night Football	NBC	\$882,079
2	Monday Night Football	ABC	\$542,524
3	Thurs Night Football	Amazon	\$440,523
4	The Voice-Monday	NBC	\$125,833
5	The Voice-Tuesday	NBC	\$122,899
6	60 Minutes	CBS	\$117,939
7	Dancing <u>With</u> Stars	ABC	\$104,954
8	Survivor	CBS	\$ 99,780
9	Bachelor <u>In</u> Paradise	ABC	\$ 96,782
10	The Masked Singer	FOX	\$ 80,699

Source: Advertising Age, 10/31/23

[2022-2023](#) (October 27, 2022 Source: Adage.com)

## AdAge



7



Young Sheldon

\$160,996

6



FOX

The Masked Singer

\$165,716

5



Grey's Anatomy

\$207,498

4



The Voice (Tuesday)

\$220,476

3



The Voice (Monday)

\$227,499

2



Thursday Night Football

\$579,391

1



Sunday Night Football

\$828,501

## 2021-2022 Chart

### What TV commercials cost in the 2021-22 season

Source: Advertising Age, October 21, 2021

<u>Rank/Show</u>	<u>Network</u>	<u>Ad Cost</u>
1. Sunday Night Football	NBC	\$811,679
2. Thursday Night Football	FOX	\$635,439
3. This Is Us	NBC	\$317,981
4. The Voice ( <u>Monday</u> )	NBC	\$244,932
5. The Masked Singer	FOX	\$234,702
6. The Voice ( <u>Tuesday</u> )	NBC	\$255,361
7. Grey's Anatomy	ABC	\$206,799
8. The Bachelorette	ABC	\$191,824
9. The Bachelor	ABC	\$160,459
10. American Idol	ABC	\$154,219

[2020-2021 Prime Time Ad Prices](#) (Adage.com)

## Top 10 Priciest Shows on Broadcast For Advertisers

1



**Sunday Night Football**

**\$783,718**

2



**FOX**

**Thursday Night Football**

**\$624,626**

3



**This Is Us**

**\$476,352**

## [2018-2019 Ad Age Pricing Chart](#)

### Top 10 Priciest Shows on Broadcast For Advertisers

1



**Sunday Night Football**

**\$665,677**

2

(tie)



**FOX**

**Thursday Night Football**

**\$434,078**

2











**This is Us**

**\$433,866**

[2017-2018](#)

**2015** ([read AdAge's story about 30 second ad costs](#))

Top 10 Priciest Shows on Broadcast For Advertisers			Top 10 Priciest Shows on Broadcast For Advertisers		
1		NBC Sunday Night Football \$699,602	1		NBC Sunday Night Football \$603,000
2 (tie)		NBC Thursday Night Football \$550,709	2		FOX Empire \$497,364
2		CBS® Thursday Night Football \$549,791	3		CBS® Thursday Night Football \$464,625
4		NBC This is Us \$394,428			
5		FOX Empire \$305,369			

2014 (read <a href="#">the story</a> that accompanies this graphic)	2013 (read <a href="#">the story</a> that accompanies this graphic)
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<h1>HOW MUCH FOR A 30-SECOND SPOT?</h1> <p>Our annual show-by-show guide to the price of TV commercials</p>					
	abc	CBS	NBC	FOX	CW
SUNDAY	7 PM AMERICA'S FUNNIEST HOME VIDEOS \$40,000	60 MINUTES \$80,280	FOOTBALL NIGHT IN AMERICA N/A		
	8 PM ONCE UPON A TIME \$136,338	MADAM SECRETARY \$73,025	SUNDAY NIGHT FOOTBALL \$622,500	THE SIMPSONS \$180,933 BROOKLYN NINE-NINE \$150,500 FAMILY GUY \$158,400 MILANEY \$124,400	BLANK SPACE INDICATES NO NETWORK PROGRAMMING
	9 PM RESURRECTION \$140,370	THE GOOD WIFE \$82,210			
	10 PM REVENGE \$102,008	CSI \$80,138			
MONDAY	8 PM DANCING WITH THE STARS \$118,008	BIG BANG THEORY \$144,000 TWO BROKE GIRLS \$134,500 MOM \$141,540 SCORPION \$148,070	THE VOICE \$24,157	GOTHAM \$181,575 SLEEPY HOLLOW \$282,500	THE ORIGINALS \$32,140 JANE THE VIRGIN \$23,400
	9 PM CASTLE \$141,560	NCIS: LOS ANGELES \$122,852	THE BLACKLIST \$282,025 STATE OF AFFAIRS \$218,188		
	10 PM				
TUESDAY	8 PM SELFIE \$69,553 MANHATTAN LOVE STORY \$60,863	NCIS \$170,948 NCIS: NEW ORLEANS \$114,845	THE VOICE \$253,848 MARRY ME \$148,750 ABOUT A BOY \$128,000 CHICAGO FIRE \$140,155	UTOPIA \$142,880 NEW GIRL \$182,050 THE MINDY PROJECT \$126,800	THE FLASH \$50,775 SUPERNATURAL \$40,440
	9 PM MAGNIFY AGENTS OF S.H.I.E.L.D. \$152,254	PERSON OF INTEREST \$145,450			
	10 PM FOREVER \$81,887				
WEDNESDAY	8 PM THE MIDDLE \$133,425 THE GOLDBERGS \$110,887	SURVIVOR \$134,358 CRIMINAL MINDS \$135,788	MYSTERIES OF LAURA \$84,750 LAW & ORDER: SVU \$88,700 CHICAGO PD \$122,000	HELL'S KITCHEN \$107,885 RED BAND SOCIETY \$118,025	ARROW \$42,040 THE 100 \$27,880
	9 PM MODERN FAMILY \$238,950 BLACK-ISH \$130,007 NASHVILLE \$83,581	STALKER \$118,763			
	10 PM				
THURSDAY	8 PM GREY'S ANATOMY \$148,523	THURS. NIGHT FOOTBALL \$483,333 THE MILLERS \$153,000 TWO & A HALF MEN \$142,140 THE MCCARTHYs \$122,475 ELEMENTARY \$125,780	BIGGEST LOSER \$80,736 BAD JUDGE \$104,867 A TO Z \$85,680 PARENTHOOD \$88,000	BONES \$125,200 GRACEPOINT \$170,275	THE VAMPIRE DIARIES \$58,620 REIGN \$23,100
	9 PM SCANDAL \$217,546				
	10 PM HOW TO GET AWAY WITH MURDER \$146,113				
FRIDAY	8 PM LAST MAN STANDING \$65,767 CRISTELA \$61,480 SHARK TANK \$189,008 20/20 \$82,917	THE AMAZING RACE \$78,375 HAWAII FIVE-0 \$72,788 BLUE BLOODS \$78,370	GATELINE WDC \$48,867 GRIMM \$118,818 CONSTANTINE \$88,667	MASTERCHEF JUNIOR \$100,400 UTOPIA \$78,038	WHO'S LINE IS IT ANYWAY? \$25,154 WHO'S LINE IS IT ANYWAY? \$25,154 AMERICA'S NEXT TOP MODEL \$23,880

Combined [2000-2013 30 Second Ad Costs in Prime Time Networks](#) (the above file combines all of the data from the charts below)

[‘Sunday Night Football’ Beats ‘Grey’s Anatomy’ \(2008-2009\)](#)  
AdAge

[2007-2008 Top Ten Prime Time Ad Costs/ Ad Week Chart](#) of all shows



## 2006-2007 Prime Time Ad Rates

2006 Super Bowl: [\\$2.5M for 30 second ad](#)

### 2005-2006 Ad Rates

2004-2005 Prime Time 30 Second Ad Rates  
(as reported by [Adage.com](#) Sept. 27, 2004)

<b>Program</b>	<b>Network</b>	<b>30 Sec. Ad Cost</b>
American Idol (Wed)	FOX	\$658,333
American Idol (Tues)	FOX	\$620,000
ER	NBC	\$479,250
Survivor	CBS	\$412,833
Apprentice	NBC	\$409,877
Joey	NBC	\$392,500
CSI	CBS	\$374,231
Will & Grace	NBC	\$359,546
Simpsons	FOX	\$336,935
Contender	NBC	\$330,000
Monday Night Football	ABC	\$323,000

[Full list of 2004 ad rates](#)

\$2.25M for 30 Second Super Bowl Ad

### TV TOP 10 MOST COSTLY SHOWS

(as of September 15, 2003 courtesy of Adage.com)

full story at <http://www.adage.com/news.cms?newsId=38720#>

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Show	Net	Price	Change
1 Friends	NBC	\$473,500	3.9%
2 Will & Grace	NBC	\$414,500	10.1%
3 ER	NBC	\$404,814	-7.7%
4 Survivor	CBS	\$390,367	-6.8%
5 Scrubs	NBC	\$360,950	22.5%
6 Coupling	NBC	\$316,400	*
7 CSI	CBS	\$310,324	10.8%
8 The Simpsons	Fox	\$296,440	19.4%
9 24	Fox	\$292,200	58.3%
10 Mon. Football	ABC	\$272,867	-8.4%

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The "Change" field represents the difference from last season.

\* 'Coupling' is a new show. There is no previous season comparison number.

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### Ad Price Survey, 2002-2003 Programs [Read Ad Age Story](#)

Friends	NBC	\$455,700
ER	NBC	\$438,514
Survivor	CBS	\$418,750
Will & Grace	NBC	\$376,617
Everybody Loves Raymond	CBS	\$301,640
Monday Night Football	ABC	\$298,000
Scrubs	NBC	\$294,667
West Wing	NBC	\$282,248
CSI	CBS	\$280,043
Good Morning Miami	NBC	\$279,813
Law & Order	NBC	\$266,220
Frasier	NBC	\$252,067
The Simpson	FOX	\$249,300



What is the cost of a 30-second commercial on "prime time" network television?  
Some recent (2000-2001 season) industry figures (Source: [Advertising Age](#)) :

Program Name	Network	30 Second Ad Cost
ER	NBC	\$620,000
Friends	NBC	\$540,000
Will & Grace	ABC	\$480,000
Just Shoot Me	NBC	\$465,000
Everybody Loves Raymond	CBS	\$460,000
The Drew Carey Show	ABC	\$460,000
Ally McBeal	ABC	\$440,000
Fraiser	NBC	\$325,000
Dawson's Creek	WB	\$290,000
The Simpsons	FOX	\$225,000

## Price of TV ads During New Season of Programs

The cost of a single 30 second commercial skyrockets when the ad is placed within the annual [Super Bowl football game](#). Can student's brainstorm why the same 30 second ad costs more than \$2.1 million dollars in the January 2003 game?