Prime Time Ad Costs: 2024-2025 Season

Every year, Advertising Age magazine produces a list of the top 10 prime time shows that command the highest prices for a 30 second commercial.

Rank	Network	Program/Series	30 Second Ad Cost
1	NBC	SUNDAY NIGHT FOOTBALL	\$1,008,746
2	abc	MONDAY NIGHT FOOTBALL	\$637,718
3	prime	THURSDAY * NIGHT* FOOTBALL FOX prime video	\$562,918
4	abc	American	\$131,943
5	NBC	the war and the second	\$118,155
6	NBC	the way	\$118,155

7	© CBS	SURVIVOR WEDNESDAYS	\$95,139
8	NBC	CHICAGU FIRE	\$92,666
9	abc	dancing with stars	\$89,817
10	abc	The GOLDEN BACHEL RETTE	\$86,955