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A 30-second commercial during Super Bowl XL in February will cost you, the national advertiser, just about what it did for last year's game.

Spots in ABC's telecast of the Super Bowl, the most-watched television program of the year, are going for \$2.4 million. That's the same as what Fox got for ads during Super Bowl XXXIX earlier this year. It's also the third time since 2000 that prices for ads during the game haven't increased; the going rate was \$2.2 million per 30 seconds from 2000-02.

Despite the flat prices, there may not be a stampede among big advertisers to purchase time during the Super Bowl this year. Perennial Super Bowl advertiser Visa is opting instead to buy time during the Winter Olympics, which open Feb. 10, five days after the NFL title game (Visa is also a key sponsor of the U.S. Olympic team), and other companies may follow a similar pattern, the ad-biz magazine AdWeek reports.

Commercial time in the Olympics is also significantly cheaper – about \$700,000 per 30-second spot, meaning companies could get three ads on NBC's telecasts from Torino, Italy, for the price of one Super Bowl commercial.

Still, with an audience of 80 million viewers or more virtually guaranteed, it's unlikely ABC will have much trouble finding buyers for its ad time. The Super Bowl will be ABC's

last for the foreseeable future, as the network will no longer broadcast NFL games after this season. "Monday Night Football" is migrating to ESPN in 2006, and NBC will pick up the Sunday-night franchise and rights to the Super Bowl every few years.