

Super Bowl Ads: Just The Basics

USING SUPER BOWL ADS IN THE CLASSROOM

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The Super Bowl Basics

	2025	2024	2023	2022	2021	2020
Who played ?	Kansas City Chiefs vs Philadelphia Eagles	Kansas City Chiefs vs San Francisco 49ers	Philadelphia Eagles vs Kansas City Chiefs	Cincinnati Bengals vs. Los Angeles Rams	Tampa Bay Bucs vs Kansas City Chiefs	Kansas City Chiefs vs San Francisco 49ers
Where was the game played?	Caesars Superdome , New Orleans LA	Allegiant Stadium Las Vegas NV	State Farm Stadium Glendale AZ	SoFi Stadium Inglewood, CA	Raymond James Stadium Tampa, FL	Hard Rock Stadium Miami Gardens, FL
When?	Sunday February 9 2025	Sunday February 11 2024	Sunday Feb 12 2023	Sunday Feb 13 2022	Sunday Feb 7 2021	Sunday February 2 2020
Kickoff time	Approx 6:30pm ET	approx 6:30pm ET	approx 6:30pm ET	approx 6:40pm ET	approx 6:30pm ET	approx 6:30pm ET
US TV Network	FOX, FOX Deportes, Telemundo, Tubi	CBS Nickelodeon Paramount+ Univision	FOX	NBC	CBS	FOX

Cost of one 30-second ad?	\$7-\$8 million	~\$7 million	~\$7 million	~\$6.0-7.0 million	\$5.6 million	\$5.6 million
Who bought ad time in the game?	List of ad buyers	See list of ad buyers	See our list of ad buyers	Who's Buying?	Who's Buying Ads?	Who's Buying Ads?
What was the total size of the US TV audience?	126 million (a record)	123.4 million	113 million	112.3 million	96.4 million	99.9 million