

Super Bowl Ads: Just The Basics

USING SUPER BOWL ADS IN THE CLASSROOM

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The Super Bowl Basics

	2024	2023	2022	2021	2020	2019
Who played ?	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	Los Angeles Rams Vs New England Patriots
Where was the game played?	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	Mercedes-Benz Stadium Atlanta GA

When?	Sunday February 11 2024	Sunday Feb 12 2023	Sunday Feb 13 2022	Sunday Feb 7 2021	Sunday February 2 2020	Sunday February 3, 2019
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	CBS Nickelodeon Paramount+ Univision	FOX	NBC	CBS	FOX	CBS
Cost of one 30-second ad?	~\$7 million	~\$7 million	~\$6.0-7.0 million	\$5.6 million	\$5.6 million	\$5 million +
Who bought ad time in the game?	See list of ad buyers	See our list of ad buyers	Who's Buying?	Who's Buying Ads?	Who's Buying Ads?	Who's Buying Ads?
What was the total size of the US TV audience?	126.642 million	113 million	112.3 million	96.4 million	99.9 million	98.2 million