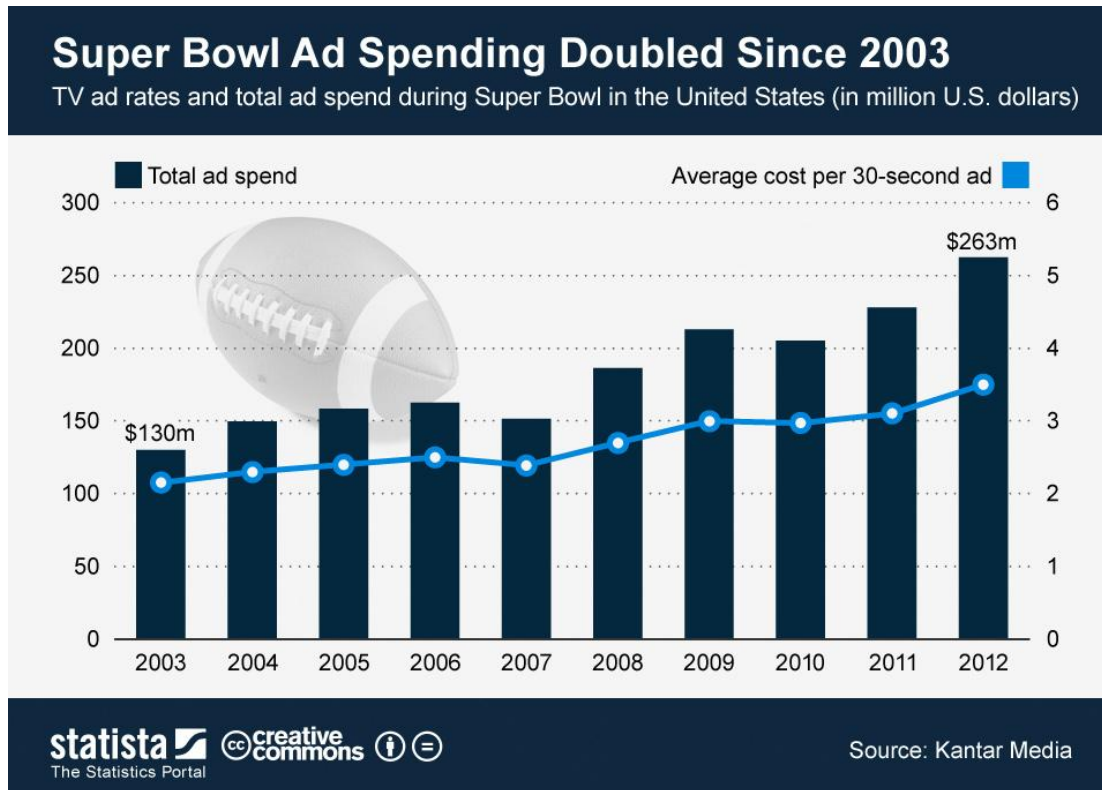


## Super Bowl Ad Spending Doubled Since 2003

by [Felix Richter](#), 15.01.2013

This chart shows TV ad rates and total ad spend during Super Bowl in the United States from 2003 to 2012.



When Super Bowl XLVII kicks off on February 3, not only will football fans be on the edge of their seats watching, but the climactic championship game of the National Football League is also one of the most important TV events for the advertising industry.

America's largest corporations will be fighting for the viewers' attention, as they showcase their newest products in the most expensive advertising slots U.S. television has to offer.

In exchange, advertisers not only get a huge audience (111 million viewers in 2012) but an audience that sticks around during commercial breaks: in last year's game the average tuneaway rate during the commercials was only 0.7 percent as opposed to an average rate of 3 to 4 percent during regular TV programming. Moreover, many consumers pay special attention to commercials aired during Super Bowl, as agencies typically try to honour the prestigious occasion with especially witty and often funny ads.

As a result, Super Bowl ad rates have risen sharply over the past few years. The average price of a 30-second spot during the Super Bowl broadcast rose from \$2.1 million in 2003 to \$3.5 million in 2012. This year, CBS is reportedly charging \$3.8 million, suggesting that demand remains very healthy. In total, Super Bowl ad spending more than doubled in the past 10 years, jumping from \$130 million in 2003 to \$263 million in 2012.

Source: <http://www.statista.com/markets/14/media-advertising/chart/826/super-bowl-tv-advertising-in-the-united-states/>