

\$100,000 A SECOND?

NBC was said to be asking a record \$3 million for 30 seconds of commercial time--\$100,000 a second--on its Feb. 1, 2009, Super Bowl broadcast. Actual negotiated prices vary; costs depend on such factors as how many spots an advertiser buys and where the spots run in the game. Prices and ratings since the first game in January 1967:

Year	Price ¹	% chg. vs. previous year	Price, adjusted for inflation	% chg. in inflation-adjusted prices	Network	Rating ²	Viewers		Cost per thousand viewers
							Avg. number of homes	Avg. number of people (age 2+)	
1967	\$40,000	NA	\$265,806	NA	CBS, NBC ³	41.1	22,570,000	51,180,000	\$0.78
1968	54,000	35.0	348,095	31.0	CBS	36.8	20,610,000	39,120,000	1.38
1969	67,500	25.0	417,614	20.0	NBC	36.0	20,520,000	41,660,000	1.62
1970	78,200	15.9	458,766	9.9	CBS	39.4	23,050,000	44,270,000	1.77
1971	72,000	-7.9	399,531	-12.9	NBC	39.9	23,980,000	46,040,000	1.56
1972	86,000	19.4	457,187	14.4	CBS	44.2	27,450,000	56,640,000	1.52
1973	103,500	20.3	533,107	16.6	NBC	42.7	27,670,000	53,320,000	1.94
1974	107,000	3.4	518,861	-2.7	CBS	41.6	27,540,000	51,700,000	2.07
1975	110,000	2.8	480,392	-7.4	NBC	42.4	29,040,000	56,050,000	1.96
1976	125,000	13.6	500,239	4.1	CBS	42.3	29,440,000	57,710,000	2.17
1977	162,000	29.6	612,989	22.5	NBC	44.4	31,610,000	62,050,000	2.61
1978	185,000	14.2	657,278	7.2	CBS	47.2	34,410,000	78,940,000	2.34
1979	222,000	20.0	733,087	11.5	NBC	47.1	35,090,000	74,740,000	2.97
1980	275,000	23.9	815,542	11.2	CBS	46.3	35,330,000	76,240,000	3.61
1981	324,300	17.9	847,364	3.9	NBC	44.4	34,540,000	68,290,000	4.75
1982	345,000	6.4	817,157	-3.6	CBS	49.1	40,020,000	85,240,000	4.05
1983	400,000	15.9	892,448	9.2	NBC	48.6	40,480,000	81,770,000	4.89
1984	450,000	12.5	972,755	9.0	CBS	46.4	38,880,000	77,620,000	5.80
1985	500,000	11.1	1,036,107	6.5	ABC	46.4	39,390,000	85,530,000	5.85
1986	550,000	10.0	1,100,526	6.2	NBC	48.3	41,490,000	92,570,000	5.94
1987	575,000	4.5	1,129,555	2.6	CBS	45.8	40,030,000	87,190,000	6.59
1988	600,000	4.3	1,137,164	0.7	ABC	41.9	37,120,000	80,140,000	7.49
1989	675,000	12.5	1,228,483	8.0	NBC	43.5	39,320,000	81,590,000	8.27
1990	700,000	3.7	1,215,420	-1.1	CBS	39.0	35,920,000	73,852,000	9.48
1991	800,000	14.3	1,317,845	8.4	ABC	41.9	39,010,000	79,510,000	10.06
1992	800,000	0.0	1,264,628	-4.0	CBS	40.3	37,120,000	79,590,000	10.05
1993	850,000	6.3	1,304,402	3.1	NBC	45.1	41,990,000	90,990,000	9.34
1994	900,000	5.9	1,340,988	2.8	NBC	45.5	42,860,000	90,000,000	10.00
1995	1,000,000	11.1	1,452,787	8.3	ABC	41.3	39,400,000	83,420,000	11.99
1996	1,100,000	10.0	1,554,024	7.0	NBC	46.0	44,145,000	94,080,000	11.69
1997	1,200,000	9.1	1,646,677	6.0	FOX	43.3	42,000,000	87,870,000	13.66
1998	1,300,000	8.3	1,743,887	5.9	NBC	44.5	43,630,000	90,000,000	14.44
1999	1,600,000	23.1	2,113,404	21.2	FOX	40.2	39,992,000	83,720,000	19.11
2000	2,100,000	31.3	2,713,903	28.4	ABC	43.3	43,618,000	88,465,000	23.74
2001	2,050,000	-2.4	2,563,131	-5.6	CBS	40.4	41,270,000	84,335,000	24.31
2002	1,900,000	-7.3	2,309,857	-9.9	FOX	40.4	42,664,000	86,801,000	21.89
2003	2,100,000	10.5	2,513,265	8.8	ABC	40.7	43,433,000	88,637,000	23.69
2004	2,250,000	7.1	2,632,781	4.8	CBS	41.4	44,908,000	89,795,000	25.06
2005	2,400,000	6.7	2,735,454	3.9	FOX	41.1	45,081,000	86,072,000	27.88
2006	2,500,000	4.2	2,756,055	0.8	ABC	41.6	45,867,000	90,745,000	27.55
2007	2,600,000	4.0	2,776,725	0.8	CBS	42.6	47,505,000	93,184,000	27.90
2008	2,700,000	3.8	2,803,668	1.0	FOX	43.1	48,665,000	97,448,000	27.71
2009	3,000,000	11.1	3,000,000	7.0	NBC	NA	NA	NA	NA

1. Consensus reported price for :30 commercial; some advertisers negotiate lower prices. 2. Percentage of TV households watching average minute of Super Bowl telecast. 3. First Super Bowl aired on both CBS and NBC; CBS charged \$85,000 and NBC charged \$75,000 for one minute. Source: Advertising Age (prices), Nielsen Media Research (ratings)