



Price of commercial

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A 30-second TV commercial can range from \$1,000 to well over \$8,000,000, depending on factors like the network, time slot, production quality, and audience reach.

How Much Does a Super Bowl Commercial Cost in 2026? The average cost for a 30-second commercial during Super Bowl 2026 is \$8 million. Some premium slots reached \$10 million or more. This marks ...

A 30-second ad during Super Bowl 2026 costs \$8 million. Here's how prices got so high and why brands still see it as worth the spend.

But those Super Bowl commercial costs are no joke! We'll get into exactly how much Super Bowl commercials cost below, but first, here's a little background on this year's Super Bowl ads.

The cost of a 30-second TV commercial ranges from \$500 for local spots to \$8 million and even more for premium placements like the Super Bowl. The price for advertising varies dramatically ...

How Much Does a Super Bowl Commercial Cost? For Super Bowl LX (2026), the average price of a 30-second commercial is approximately: \$8 million for standard national airtime Up to \$10 ...

How much does a Super Bowl commercial cost in 2026? A 30-second commercial during Super Bowl 60 costs about \$8 million, but some companies have paid over \$10 million for their spot.

According to AdWeek, the price for a 30-second commercial during Super Bowl LX has soared to \$8 million, after NBC opened in the summer by offering spots for \$7 million.

Commercial costs vary tremendously based on the production scale, duration, media formats, and placements selected. While a high-end national TV spot may cost millions, local radio ...

Brands will pay more money to have their ads appear during the 2026 Super Bowl, as the price has reached a

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