

Super Bowl ads fetch 2M

30-second spot costliest in TV

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The Super Bowl has become the most expensive game ever, snaring \$2 million for a 30-second advertising spot.

One unnamed Internet company reportedly shelled out as much as \$2.5 million to advertise on ABC's telecast of Super Bowl XXXIV next January.

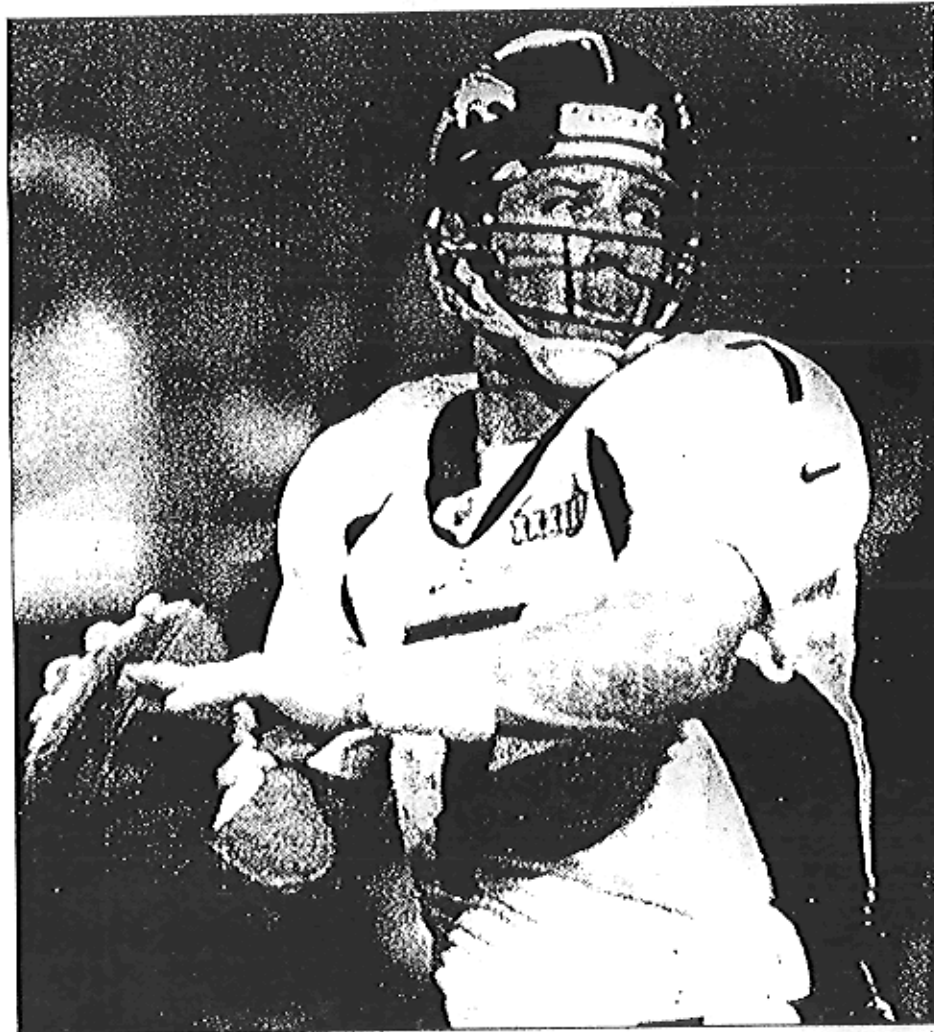
ABC insiders and advertising industry executives are estimating that during the game, all of the commercial spots — about 58 — will average \$2 million, \$400,000 higher than the \$1.6 million it cost for 30 seconds of commercial time in last season's Super Bowl.

Officially, ABC would not confirm the numbers. But as high as the figures are, advertisers say it's worth it.

"It's a good buy, because it's the largest audience you're going to reach at any time throughout the year," said Tom DeCabia, executive vice president at ad-buyer Schulman/Advanswers NY. "It has become more of a Super Bowl of commercials. It's a chance for advertisers to show off their commercials. There's a chance for them to kick off a campaign."

Besides being the most-watched event of any given year, the Super Bowl is always the most expensive. A 30-second spot on last year's Academy Awards telecast went for \$1 million, with that cost rising to \$1.1 million for this season's event.

NBC's "ER" has been the most expensive series in prime time in the past few seasons, garnering more than \$550,000 for a 30-second spot last season.



TV spots aimed at folks who watched John Elway take his Denver Broncos to Super Bowl victory last season will cost \$2 million this time, insiders say.