**Fox's 'Empire' Getting Half a Million Dollars for 30 Seconds of Ad Time**

The Sept. 23 premiere is already sold out, according to buyers, and the finale is nearing that point. "Empire" will likely be one of advertisers' most expensive non-sports programs, if not the most, in broadcast prime time this season. Last year, the most expensive non-sports program on broadcast was CBS's "The Big Bang Theory," at $344,827 for a 30-second spot.

***Advertising Age 9.8.15***

<http://adage.com/article/media/empire-commercials-cost-football-games/300238/?utm_source=mediaworks&utm_medium=newsletter&utm_campaign=adage&ttl=1442344503>