**Price of Super Bowl Ads Hits Record**

Advertisers looking to reach Super Bowl audiences are shelling out $5.6 million for a single 30-second slot on Fox Sports, a record high for prices and an increase over the $5.1 to $5.3 million CBS charged last year. Fox Sports reports that 60 slots have already been purchased, and 25 advertisers are competing for the 17 left.

***MediaPost Communications 11/15/19***

[***https://www.mediapost.com/publications/article/343394/fox-sports-80-of-super-bowl-spots-sold-at-recor.html***](https://www.mediapost.com/publications/article/343394/fox-sports-80-of-super-bowl-spots-sold-at-recor.html)

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[***https://cdn.vox-cdn.com/thumbor/XS1AbkpD7YC7ADnBAHvk9y36pAI=/0x0:5208x3377/1200x800/filters:focal(2181x1554:3013x2386)/cdn.vox-cdn.com/uploads/chorus\_image/image/62994749/usa\_today\_12106544.0.jpg***](https://cdn.vox-cdn.com/thumbor/XS1AbkpD7YC7ADnBAHvk9y36pAI=/0x0:5208x3377/1200x800/filters:focal(2181x1554:3013x2386)/cdn.vox-cdn.com/uploads/chorus_image/image/62994749/usa_today_12106544.0.jpg)