**Super Bowl Ad Rates Soared 87% In 10 Years**

Rates for a 30-second ad during the Super Bowl have climbed 87% since 2008 despite a significant uptick in the number of spots and the length of ad pods, according to an analysis by Kantar Media. Brands paid an average of $2.8 million for an ad in 2008, but last year that number exceeded $5 million.

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[***http://deadline.com/2018/01/super-bowl-ad-rates-have-soared-87-in-10-years-even-with-more-clutter-study-1202248077/***](http://deadline.com/2018/01/super-bowl-ad-rates-have-soared-87-in-10-years-even-with-more-clutter-study-1202248077/)