**30-Second Super Bowl Ads Approach $6.5M Per Report**

A 30-second Super Bowl ad this year cost $6.47 million, up 11% from 2023, according to Guideline. Food brands are the leading advertisers for this year's Big Game, while last year entertainment brands were the top spenders, and prescription drugs, personal care, toys/games and media are the up-and-coming growth ad categories.

***MediaPost Communications (free registration) 2/5/24***

[*https://www.mediapost.com/publications/article/393265/super-bowl-2024-ad-pricing-11-higher-647m-gui.html*](https://www.mediapost.com/publications/article/393265/super-bowl-2024-ad-pricing-11-higher-647m-gui.html)

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[*https://www.cnet.com/a/img/resize/43bf84c26dcfdb5522abe7d73fc6a4b214982f46/hub/2024/01/23/489fe731-9776-4ade-8c61-4b8ab7f7f1fa/super-bowl-58-logo-nfl.jpg?auto=webp&width=1200*](https://www.cnet.com/a/img/resize/43bf84c26dcfdb5522abe7d73fc6a4b214982f46/hub/2024/01/23/489fe731-9776-4ade-8c61-4b8ab7f7f1fa/super-bowl-58-logo-nfl.jpg?auto=webp&width=1200)