**Fox Looks to Cash In On 2017 Super Bowl Ads**

Fox Sports is looking to bring in more than $5 million per 30-second spot aired during the 2017 Super Bowl. Initial talks have placed advertising at between $5 million and $5.5 million, with some executives seeking $5.6 million or more per spot. The higher pricing may be a risk for the network, which didn't sell out until the last minute in 2015 after raising prices 12.5% to $4.5 million.

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[***http://variety.com/2016/tv/news/super-bowl-ads-fox-5-million-1201792176/***](http://variety.com/2016/tv/news/super-bowl-ads-fox-5-million-1201792176/)