**Fox Nearly Sold Out of Super Bowl LI Ad Time**

Fox is about 90% sold out of commercial time for Super Bowl LI, according to a person familiar with the situation. While some marketers have raised concerns over the slump in NFL ratings this season, the prospect of a Cowboys-Patriots Super Bowl is also generating buzz as Super Bowl Sunday on Feb. 5 approaches. A matchup between the two teams, with huge followings and arguably just as passionate legions of haters, could trounce existing ratings records.

***Advertising Age 12.8.16***

<http://adage.com/article/special-report-super-bowl/super-bowl-li-ad-time-fox-sells-90-commercial-time/307080/>