

Prime Time Ad Prices for 2023



WHAT PRIMETIME TV ADS COST IN FALL 2023

2023 Prime Time Advertising Prices

<u>Rank</u>	<u>Program</u>	<u>Network</u>	<u>30 Second Ad Price</u>
1	Sunday Night Football	NBC	\$882,079
2	Monday Night Football	ABC	\$542,524
3	Thurs Night Football	Amazon	\$440,523
4	The Voice-Monday	NBC	\$125,833
5	The Voice-Tuesday	NBC	\$122,899
6	60 Minutes	CBS	\$117,939
7	Dancing <u>With</u> Stars	ABC	\$104,954
8	Survivor	CBS	\$ 99,780
9	Bachelor <u>In</u> Paradise	ABC	\$ 96,782
10	The Masked Singer	FOX	\$ 80,699

Source: Advertising Age, 10/31/23