

2000-2015 Prime Time Ad Costs

Prime Time Programs & 30 Second Ad Costs

Historical Look 2000-2015

(source for information: Advertising Age)

TV Show Rank	2015	2014	2013	2012	2010-2011	2009-2010 Net/Ad Cost	2008-2009 Net/Ad Cost	2007-2008 Net/Ad Cost
1	Sunday Night Football NBC \$603,000	Sunday Night Football NBC \$623,425	Sunday Night Football NBC \$593,694	Sunday Night Football NBC 545,142	American Idol (Tues) Fox \$467,617	Sunday Night Football NBC 339,700	Sunday Night Football NBC 434,792	Grey's Anatomy ABC 419,000
2	Empire FOX \$497,364	Thursday Night Football CBS \$492,500	American Idol Fox 355,943	American Idol (Wed) Fox 340,825	Sunday Night Football NBC 415,000	Grey's Anatomy ABC 240,462	Grey's Anatomy ABC 326,685	Sunday Night Football NBC 358.000
3	Thursday Night Football CBS \$464,625	The Big Bang Theory MONDAY CBS \$327,885	The Big Bang Theory CBS \$316,912	Modern Family ABC 330,908	American Idol (Wed) Fox \$400,546	Desperate Housewives ABC 228,851	Desperate Housewives ABC 318,552	The Simpsons FOX 319,000
4	The Big Bang Theory CBS \$348,300	The Big Bang Theory THURS CBS \$322,891	The Voice NBC \$294,038	New Girl Fox 320,940	Glee Fox 272,694	Two & A Half Men CBS 226,635	Two & A Half Men CBS 276,443	Heroes NBC 296,000
5	How To Get Away With Murder ABC \$252,934	The Blacklist NBC \$294,586	American Idol Results Fox 289,942	American Idol (Thurs) FOX 296,092	Family Guy Fox 259,289	Family Guy FOX 214,750	CSI CBS 262,600	Desperate Housewives ABC 270,000
6	The Voice (Monday) NBC \$240,502	American Idol Wednesday FOX \$266,333	Modern Family ABC 281,951	The Simpsons Fox 286.131	The Simpsons Fox 253,170	The Simpsons FOX 201,920	House FOX 260,179	CSI CBS 248,000
7	Modern Family ABC \$239,993	The Voice Monday NBC \$262,041	The Voice Results NBC 278,987	Family Guy Fox 276.690	House Fox \$226,180	CSI CBS 198,647	The Simpsons FOX 250,000	Two & A Half Men CBS 231,000
8	The Voice (Tuesday) NBC \$233,720	The Voice Tuesday NBC \$254,485	New Girl Fox 236,857	The Big Bang Theory CBS 275.573	Grey's Anatomy ABC 222,113	Big Bang Theory CBS 191,900	Family Guy FOX 231,306	Survivor CBS 209,000
9	Scandal ABC \$224,509	American Idol Thursday FOX \$249,566	The Simpsons Fox \$231,532	2 Broke Girls CBS 269,235	The Office NBC 213,617	The Office NBC 191,236	Survivor CBS 212,800	Private Practice ABC 209,000
10	Blindspot NBC \$209,700	Modern Family ABC \$226,935	The Following Fox \$211,832	Two Half Men CBS 247,261	Desperate Housewives ABC \$210,064 Two Half Men CBS 206,722		The Office NBC 213,164	

TV Show Rank	2006-2007 Net/Ad Cost	2005-2006 Net/Ad Cost	2004-2005 Net/Ad Cost	2003-2004 Net/Ad Cost	2002-2003 Net/Ad Cost	2000-2001 Net/Ad Cost
1	American Idol (Wed) FOX 620,000	American Idol (Wed) FOX 705,000	American Idol (Wed) FOX 658,000	Friends NBC 473,500	Friends NBC 455,700	ER NBC 620,000
2	American Idol (Tues) FOX 594,000	American Idol (Tues) FOX 660,000	American Idol (Tues) FOX 620,000	Will & Grace NBC 414,500	ER NBC 438,514	Friends NBC 540,000
3	Desperate Housewives ABC 394,000	Desperate Housewives ABC 560,000	ER NBC 479,250	ER NBC 404,814	Survivor CBS 418,750	Will & Grace NBC 480,000
4	24 FOX 364,000	CSI CBS 465,000	Survivor CBS 412,833	Survivor CBS 390,367	Will & Grace NBC 376,617	Just Shoot Me NBC 465,000
5	CSI CBS 347,000	Grey's Anatomy ABC 440,000	Apprentice NBC 409,877	Scrubs NBC 360,400	Everybody Loves Raymond CBS 301,640	Everybody Loves Raymond (CBS) Drew Carey Show (ABC) 460,000
6	Grey's Anatomy ABC 344,000	ER NBC 400,000	Joey NBC 392,500	Coupling NBC 316,400	Monday Night Football ABC 298,000	Ally McBeal ABC 440,000
7	Sunday Night Football NBC 342,000	Extreme Makeover ABC 355,000	CSI CBS 374,231	CSI CBS 319,324	Scrubs NBC 294,667	Frasier NBC 325,000
8	Lost ABC 328,000	Survivor (CBS) Apprentice (NBC) 350,000	Will & Grace NBC 359,546	Simpsons FOX 296,440	West Wing NBC 282,248	Dawson's Creek WB 290,000

9	Survivor CBS 296,000	Apprentice Martha Stewart NBC 310,000	Simpsons FOX 336,935	24 FOX 292,200	CSI CBS 280,043	Simpsons FOX 225,000
10	Extreme Makeover ABC The Simpsons FOX 293,000	Two & A Half Men CBS 293,000	Contender NBC 330,000	Monday Night Football ABC 272,867	Good Morning Miami NBC 279,813	