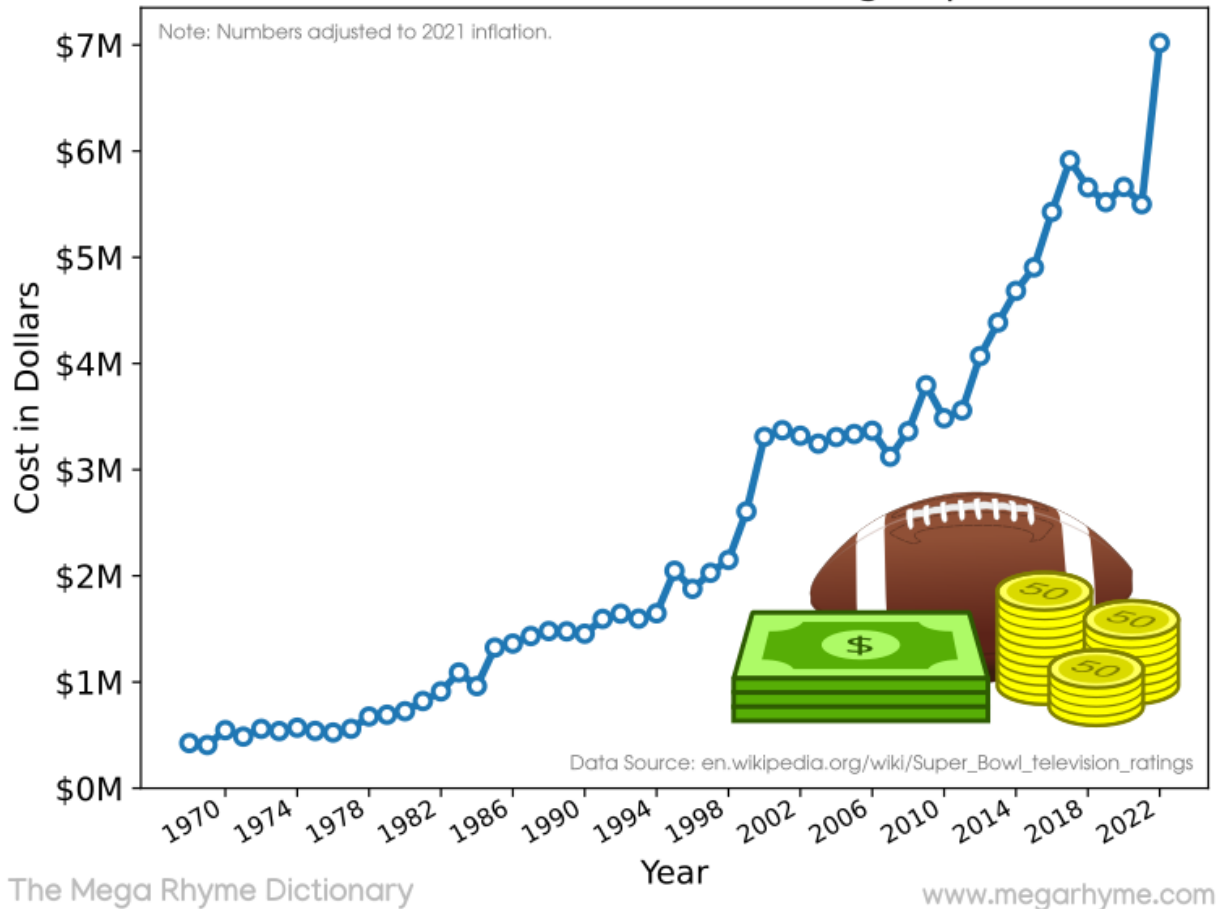


John Gadomski
Prof. Naiman
IS 445
2/13/2023

Weekly Viz Report #3

Cost of 30-Second TV Ad During Superbowl



In light of Super bowl Sunday, decided to choose a visualization of the average cost per 30-second commercial during the Superbowl. As you can see, each and every year the cost of a 30 second slot dramatically increases, and has increased by nearly \$7 million dollars since 1970.

Source:

https://www.reddit.com/r/dataisbeautiful/comments/110sxp3/oc_the_cost_of_tv_ads_during_the_super_bowl_by/