

## AVERAGE TV ADVERTISING COSTS



It costs an average of **\$105,000** to air a 30-second commercial on national TV.



It costs between **\$1,000 and \$50,000** to produce a TV commercial.



The average cost-per-thousand viewers for a TV ad in 2023 is **\$47.14**.

**\$828,500:** the cost to air a commercial during NBC's Sunday Night Football.



Streaming service ads cost an average of **\$30** for 1,000 impressions.

# Controlling Your Tv Commercial Costs

**SJ Ball**



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