

OVER 6 MILLION CANDY BARS TO PAY FOR ONE 30 SECOND AD



The reported price for a 30-second ad during the Super Bowl is estimated at a staggering \$3 million. That's \$100,000 a second. However, according to analysts, the hefty price tag might just be worth it. According to Stephen Master, vice president of Nielsen Sports media research, "Close to 50% of viewers tune in to actually watch the commercials more than they watch the game. The level of engagement for those people who choose to advertise is obviously very high. Not only does the Super Bowl receive ratings upwards of 100 million in the U.S. alone, but these days, those ads that strike a chord with the audience, are likely to be viewed by the thousands on sites like YouTube and even popular blogs like PerezHilton.com. CNN asked the question: How many Snickers bars would have to be sold in order to pay for the \$3 million ad? The answer: 6,329,406 candy bars. That's a lot of candy.

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