

# HOW MUCH FOR A 30-SECOND SPOT?

Our annual show-by-show guide to the price of TV commercials



	abc	CBS	NBC	FOX	THE CW
SUNDAY	7 PM AMERICA'S FUNNIEST HOME VIDEOS \$49,839	60 MINUTES \$98,280	FOOTBALL NIGHT IN AMERICA N/A		BLANK SPACE INDICATES NO NETWORK PROGRAMMING
	8 PM ONCE UPON A TIME \$136,538	MADAM SECRETARY \$73,525	SUNDAY NIGHT FOOTBALL \$627,300	THE SIMPSONS \$189,933	
	9 PM RESURRECTION \$140,378	THE GOOD WIFE \$87,210		BROOKLYN NINE-NINE \$150,500	
	10 PM REVENGE \$102,098	CSI \$98,138		FAMILY GUY \$158,400 MULANEY \$1274,40	
MONDAY	8 PM DANCING WITH THE STARS \$118,606	BIG BANG THEORY \$344,827 TWO BROKE GIRLS <sup>1</sup> \$164,050 MOM \$141,548	THE VOICE \$274,157	GOTHAM \$181,575	THE ORIGINALS \$32,140
	9 PM	SCORPION \$148,071		SLEEPY HOLLOW \$202,500	JANE THE VIRGIN \$23,400
	10 PM CASTLE \$141,560	NCIS: LOS ANGELES \$127,932	THE BLACKLIST \$282,975 STATE OF AFFAIRS <sup>2</sup> \$219,188		
TUESDAY	8 PM SELFIE \$69,533 MANHATTAN LOVE STORY \$60,963	NCIS \$170,948	THE VOICE \$253,840	UTOPIA \$147,980	THE FLASH \$50,775
	9 PM MARVEL'S AGENTS OF S.H.I.E.L.D. \$157,254	NCIS: NEW ORLEANS \$114,843	MARRY ME \$148,750 ABOUT A BOY \$17,800	NEW GIRL \$187,050 THE MINDY PROJECT \$126,800	SUPERNATURAL \$40,440
	10 PM FOREVER \$81,987	PERSON OF INTEREST \$145,450	CHICAGO FIRE \$140,155		
WEDNESDAY	8 PM THE MIDDLE \$133,425 THE GOLDBERGS \$110,667	SURVIVOR \$134,358	MYSTERIES OF LAURA \$94,750	HELL'S KITCHEN \$107,895	ARROW \$47,040
	9 PM MODERN FAMILY \$239,650 BLACK-ISH \$137,807	CRIMINAL MINDS \$135,789	LAW & ORDER: SVU \$89,700	RED BAND SOCIETY \$118,025	THE 100 \$27,800
	10 PM NASHVILLE \$97,581	STALKER \$110,763	CHICAGO P.D. \$122,000		
THURSDAY	8 PM GREY'S ANATOMY \$149,523	THURS. NIGHT FOOTBALL \$483,333 THE MILLERS <sup>1</sup> \$157,996	BIGGEST LOSER \$90,736	BONES \$125,200	THE VAMPIRE DIARIES \$59,620
	9 PM SCANDAL \$217,546	TWO & A HALF MEN <sup>1</sup> \$147,140 THE MCCARTHY'S <sup>1</sup> \$122,475	BAD JUDGE \$104,667 A TO Z \$95,660	GRACEPOINT \$170,275	REIGN \$23,100
	10 PM HOW TO GET AWAY WITH MURDER \$146,113	ELEMENTARY \$125,780	PARENTHOOD \$98,000		
FRIDAY	8 PM LAST MAN STANDING \$66,767 CRISTELA \$61,480	THE AMAZING RACE \$76,375	DATELINE NBC \$48,667	MASTERCHEF JUNIOR \$100,400	WHO'S LINE IS IT ANYWAY? \$25,154 WHO'S LINE IS IT ANYWAY? \$25,154
	9 PM SHARK TANK \$109,878	HAWAII FIVE-0 \$72,788	GRIMM \$118,818	UTOPIA \$79,033	AMERICA'S NEXT TOP MODEL \$23,900
	10 PM 20/20 \$62,917	BLUE BLOODS \$79,370	CONSTANTINE \$89,667		
SATURDAY	7 PM			FOX SPORTS SATURDAY N/A	
	8 PM SATURDAY NIGHT FOOTBALL N/A	CRIMETIME SATURDAY \$22,350	ENCORES N/A		
	9 PM	CRIMETIME SATURDAY \$23,238	ENCORES N/A		
	10 PM 48 HOURS \$33,500		ENCORES N/A		

**HOW WE GENERATE THE DATA:** Ad Age's survey is compiled using data from as many as seven media-buying agencies. Prices should be taken as directional indications, not the actual numbers advertisers pay for a spot, as estimates can vary depending on the amount of inventory purchased from a network and the relationship an advertiser has with a network. Ad Age's survey is based on what advertisers paid during this year's upfront and prices may have changed for those purchasing closer to air date in the "scatter" market.

RP=REPEAT;  
1-OCTOBER;  
2-NOVEMBER