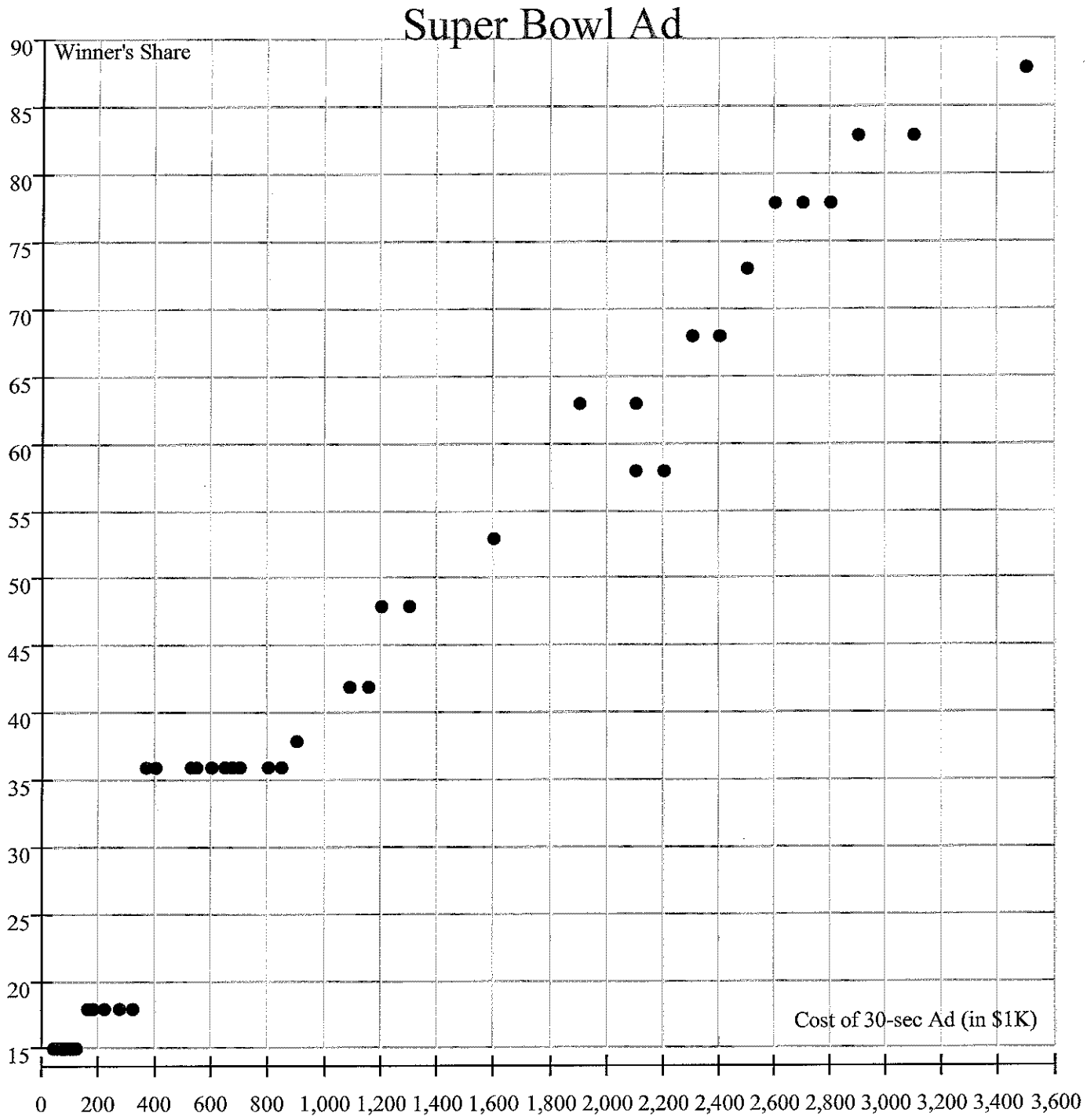
Year	Cost of 30-sec Ad (in $1K)	Winner's Share
1967	42	15
1968	54	15
1969	55	15
1970	78	15
1971	72	15
1972	86	15
1973	88	15
1974	103	15
1975	107	15
1976	110	15
1977	125	15
1978	162	18
1979	185	18
1980	222	18
1981	275	18
1982	324	18
1983	400	36
1984	368	36
1985	525	36
1986	550	36
1987	600	36
1988	645	36
1989	675	36
1990	700	36
1991	800	36
1992	850	36
1993	850	36
1994	900	38
1995	1150	42
1996	1085	42
1997	1200	48
1998	1300	48
1999	1600	53
2000	2200	58

Year	Cost of 30-sec Ad (in $1K)	Winner's Share
2001	2100	58
2002	1900	63
2003	2100	63
2004	2300	68
2005	2400	68
2006	2500	73
2007	2600	78
2008	2700	78
2009	2800	78
2010	2900	83
2011	3100	83
2012	3500	88


Super Bowl Ad
Winner's Share
90
85
80
75
70
65
60
55
50
45
40
35
30
25
20
15
Cost of 30-sec Ad (in $1K)
0
200
400
600
800
1,000
1,200
1,400
1,600
1,800
2,000
2,200
2,400
2,600
2,800
3,000
3,200
3,400
3,600