

### Advertising Super Bowl Ad Worksheet #1

The Super Bowl is the single biggest one day advertising event in the world. As an advertising class we cannot in our right minds ignore it. We will dedicate numerous days and discussions to this event.

This assignment is an individual assignment. You may type your answers directly onto this page if you would like or you can print the page and handwrite the answers. If you decide to type the answers there is no cutting and pasting of answers allowed – if there is any evidence for me to suspect this has happened you will receive a “0” on this assignment. (THIS GOES FOR ALL TYPED WORKED SUBMITTED IN THIS CLASS!) If you decide to type your answers please write them in a different color font so that I can easily identify your answers (if not done you will lose points)

Read the articles on the websites below and answer the questions that follow.  
Double click on the link to follow it.

Reminder this is from the 2009 Superbowl between Pittsburgh and Arizona.

Article#1: “How \$3 million gets you 30 seconds”

[http://money.cnn.com/2009/01/09/news/companies/superbowl\\_ads/?postversion=2009011211](http://money.cnn.com/2009/01/09/news/companies/superbowl_ads/?postversion=2009011211)

1. What television network aired the game?
2. The economy is in shambles and prices for an ad spot are higher than ever – how has this affected the demand for buying commercial time compared to prior years?
3. According to the article, what usual advertisers will not be running ads this year? (Several different ones are mentioned throughout the article) What are the reasons given in the article as to why they are not advertising this year?
4. Considering the economic situation, how can a company justify spending \$3 million for 30 seconds? What is your opinion on it?
5. How much does it cost the National Football League to advertise during the Superbowl?