

# Super Bowl sells

Advertisers are paying up to a record \$85,000 per second for TV airtime during Super Bowl XLI, America's biggest sporting event



<i>Super Bowl year</i>		<i>Number of slots</i>		<i>Cost of 30 secs</i>
<b>2007</b>	<i>XLI</i>	<i>CBS</i>	<b>74</b>	<b>\$2.6m</b>
<b>2006</b>	<i>XL</i>	<i>ABC</i>	<b>96</b>	<b>\$2.5m</b>
<b>2005</b>	<i>XXXVIX</i>	<i>FOX</i>	<b>75</b>	<b>\$2.4m</b>
<b>2004</b>	<i>XXXVIII</i>	<i>CBS</i>	<b>88</b>	<b>\$2.3m</b>
<b>2003</b>	<i>XXXVII</i>	<i>ABC</i>	<b>81</b>	<b>\$2.15m</b>
<b>2002</b>	<i>XXXVI</i>	<i>FOX</i>	<b>72</b>	<b>\$2.2m</b>
<b>2001</b>	<i>XXXV</i>	<i>CBS</i>	<b>75</b>	<b>\$2.2m</b>
<b>2000</b>	<i>XXXIV</i>	<i>ABC</i>	<b>70</b>	<b>\$1.9m</b>
<b>1967</b>	<i>First Super Bowl</i>			<b>\$42,000</b>