Solomon’s US Major Media CPM Comparison

Source: Solomon Partners Estimates as of January 2022 based on SEC filings, news, research and other industry sources.

a) 30-second advertisement.
b) 60-second advertisement.
c) 30-second advertisement. Includes both spot and network.
d) Dataset includes various network and subscription streaming services.
e) Represents data from 2018. Mobile dataset includes mobile web, phone and tablet for both Android and iPhone.
f) 300x250 banner ads.
g) Calculated using SQAD reporting from OOH media companies.
h) Represents a range of average realized direct and programmatic rates on various on-premise media / place-based digital networks.
i) 1/2 page ad. Calculated using estimated readership.
j) Full-page color ad. Calculated using estimated readership.

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