

Super Bowl XLIX ad lineup compiled from various sources -- AdAge, BusinessInsider, etc. see section "Additional resources" below.

Gloria Buono-Daly © 2015 TOTAL min 1,995

AD BUY LINEUP OF SUPER BOWL 2015 XLIX -Sunday, Feb. 1 on NBC -University of Phoenix Stadium in Phoenix, Arizona

Estimated \$ Ad spend below calculated based on \$4.5 million average per 30-second spot at \$133,333 per second

Table with columns: ADVERTISER, MIN:SEC, Est'd \$ Ad Spend, DESCRIPTION & CREATIVE, AGENCY, MARKET SEGMENT. Rows include Anheuser-Busch, Avocados From Mexico, BMW, Carls Jr., Carnival, Coca-Cola, Discover, Doritos (PepsiCo Frito-Lay), Dove Men + Care (Unilever), Esurance, FIAT (Chrysler), Game of War: First Age, Geico, GoDaddy.com, Heinz Ketchup (H.J. Heinz Co.), Jublia, Jurassic World (Universal Pictures), Kia, Lexus (Toyota), LocTite, McDonald's, Mercedes Benz, Microsoft, Mophie, Nationwide, NFL PSA/CAUSE AD, Nissan, Northrup Grumman, Pepsi (PepsiCola) [POSSIBLE HALFTIME AD], Procter & Gamble, Sketchers, Skittles, Snickers (Mars Inc.), Sprint, Squarespace, T-Mobile, Toyota, TurboTax (Intuit), uCool Heroes Charge mobile game, Victoria's Secret (Limited Brands), WeatherTech, Weight Watchers, Wix.com.

TOTAL ADVERTISERS 43 Note, thus far 2015 Super Bowl ads represent roughly a 10% increase from 2014.

VS '14 ADVERTISERS 39 and '13 ADVERTISERS 36

It's not too late to sign up to vote on the Super Bowl ads http://admeter.usatoday.com/