

# West Side Informer

Volume 8, Issue 1

Spring 2012

## What Does \$3.5 Million Buy?

In many instances, \$3.5 million buys a lot. For example, \$3.5 million buys 875,000 Starbucks lattes. Now that is a lot of latte. However, when it comes to advertising for Super Bowl XLVI, \$3.5 million only buys a thirty second advertising spot (Lafayette, 2011). Compared to 2001, the average cost per thirty second spot has increased nearly 60%, up from \$2.2 million. Despite the steep price, two newcomers to Super Bowl advertising – Dannon Yogurt and Lexus – feel the cost is well worth it because of the expanded viewing audience generated by the game (The D.C., 2011; Rechtin, 2011). If you like healthy treats or luxury cars, tune into Super Bowl XLVI on February 5th to view your favorite commercials.

Lafayette, J. (2011). NBC nears super sellout at \$3.5 million per spot. *Broadcasting & Cable*, 141(33), 14. Retrieved from the Business Source Complete database.

Rechtin, M. (2011). Lexus: Wait until next year. *Automotive News*, 86(6490), 4-40. Retrieved from the Business Source Complete database.

The Dannon Company, Inc. (2011). The Dannon company brings yogurt to Super Bowl XLVI for the first time. *Business Wire (English)*, Retrieved from the Business Source Complete database.



### Meet the WCL Staff: Wade Harris

**What do you do at WCL?** - *I work at the circulation and reference desks but I do a lot of behind the scenes work like scheduling and correcting catalog records.*

**How long have you worked at WCL/TAMU Libraries?** - *I was in shelving at Evans from 1991 to 1993 and in 1994 I helped open the WCL.*

**Where are you from?** - *San Antonio, TX*

**What is your educational background?** - *I have a BS in Wildlife & Fisheries Sciences and a Masters in Library & Information Science.*

**What is your favorite...**

Book – *A Confederacy of Dunces*  
Movie – *Dr. Strangelove or: How I Learned To Stop Worrying and Love the Bomb*

Band/musician – *The Who*

**Tell us something interesting about yourself.** - *I like to travel. I have been to Scotland, England, Spain, Portugal and Brazil.*



## WEST CAMPUS LIBRARY

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979.845.2111

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[reservations.library.tamu.edu](http://reservations.library.tamu.edu)

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**Campus Library Staff.**