



Super Sprees

Ads in the big game cost big money

What could you do with \$3.75 million? It depends on how simply or extravagantly you want to live, and how altruistic you are.

For instance you could buy Lagoon Caye, an Island in Belize, for \$1 million, employ a domestic staff of five for two years at a cost of \$1.1 million, and lay in a hammock reading your \$1 million copy of Action Comics No. 1 (the first Superman comic). That would leave you with over half a million dollars for groceries and margaritas.



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InSites

If island living isn't your style, you could buy an apartment in downtown Manhattan, hang a Renoir on the wall and tool around town in a Jaguar C-X75 and still have enough cash on hand to live a few years in the Big Apple.

You could spend the money a little closer to home. A recent story in The Times-Tribune featured a house on Tiffany Drive in Dunmore that was listed for \$2.9 million. You would have enough left over to fill the garage with a half dozen BMW M6 sports cars, in all of your favorite colors, and buy his and hers 24-foot Chaparral speedboats.

Spend wisely

If you'd rather share the wealth, you could sponsor more than 10,000 kids for a year through Feed the Children. Your donation would provide food, educational materials and medical care for impoverished youths.

Or, if you would like to spend all \$3.75 million in 30 seconds, you could purchase a television commercial to air during the Super Bowl. That's the going rate for ads this year according to Superbowl-Commercials.org.

The advertisements during the game have become as much a part of the Super Bowl experience as the game itself. Talk around the water cooler on Monday morning is as much about the Clydesdales as it is about immaculate receptions.

The website is a preview of upcoming Super Bowl ads, as well as an archive of past ads. The ad videos, which are shown through YouTube, are accompanied by brief descriptions, analyses and self-described "snarky" commentary.

According to the About section of the site, it's run by a group of expatriated Americans living in Hong Kong. When they hosted Super Bowl parties, the guests would complain about missing the American commercials. Before YouTube, they used to record the commercials in the U.S. and make them available to their guests online. That evolved into the website they run today.

Ads as entertainment

The advertisers are fully aware of the interest in their spots. They produce previews and trailers to hype the ads that will debut during the game. Some even release the entire ads early for online viewing.

The ads themselves are always a mixed bag. They run the gamut from funny to sweet to inspirational to just plain awful. The website has no qualms about calling them as they see them, freely dishing out high praise and withering criticism.

The content is organized and visually unified, with intuitive, functioning links. The writing could use tighter editing — typos are frequent — and some of the links to ads from past years no longer function.

The design of the site doesn't capture the energy and pageantry of the hype that surrounds the game. It's basically just a series of brief descriptions and thumbnail images that link to the ads. Of course, the ads are the reason you would visit the site in the first place, so that's not a major flaw.

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