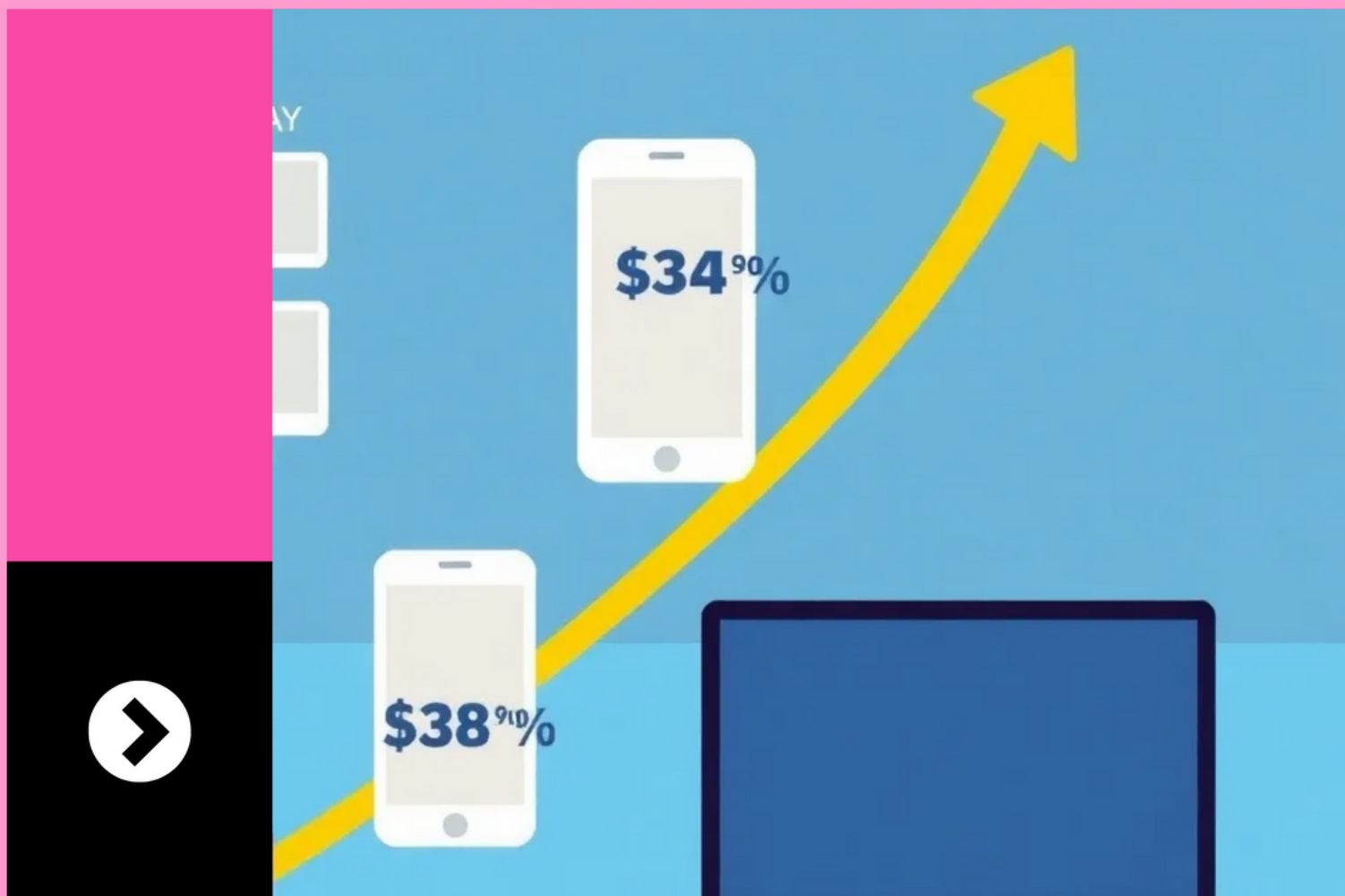


Banner Ad Costs 2025

Future Ad Prices



Introduction



Banner ads remain a powerful way to reach your target audience in 2025, but understanding their costs is key to maximizing ROI. With varying rates based on placement, industry, and audience, staying updated is crucial. PowerAdSpy makes it easy to monitor top-performing banner ads and analyze competitors' spending strategies. By uncovering trending ad creatives and campaign insights, you can plan your advertising budget more efficiently and get the most out of every dollar spent in your digital campaigns.

Banner Ad Cost Breakdown for 2025

01

Google Display Network (GDN)

- **Cost Per Click (CPC):** Approximately \$0.58
- **Cost Per Thousand Impressions (CPM):** Ranges from \$0.50 to \$4, with an average of \$3.12

02

Facebook & Instagram Ads

- **Cost Per Thousand Impressions (CPM):** Typically between \$10 to \$15 USD

03

YouTube Ads

- **Cost Per View (CPV):** Around \$0.10
- **Cost Per Thousand Impressions (CPM):** For the first 5 seconds, it can be as low as \$9.50, depending on ad quality

04

Mobile App Banner Ads

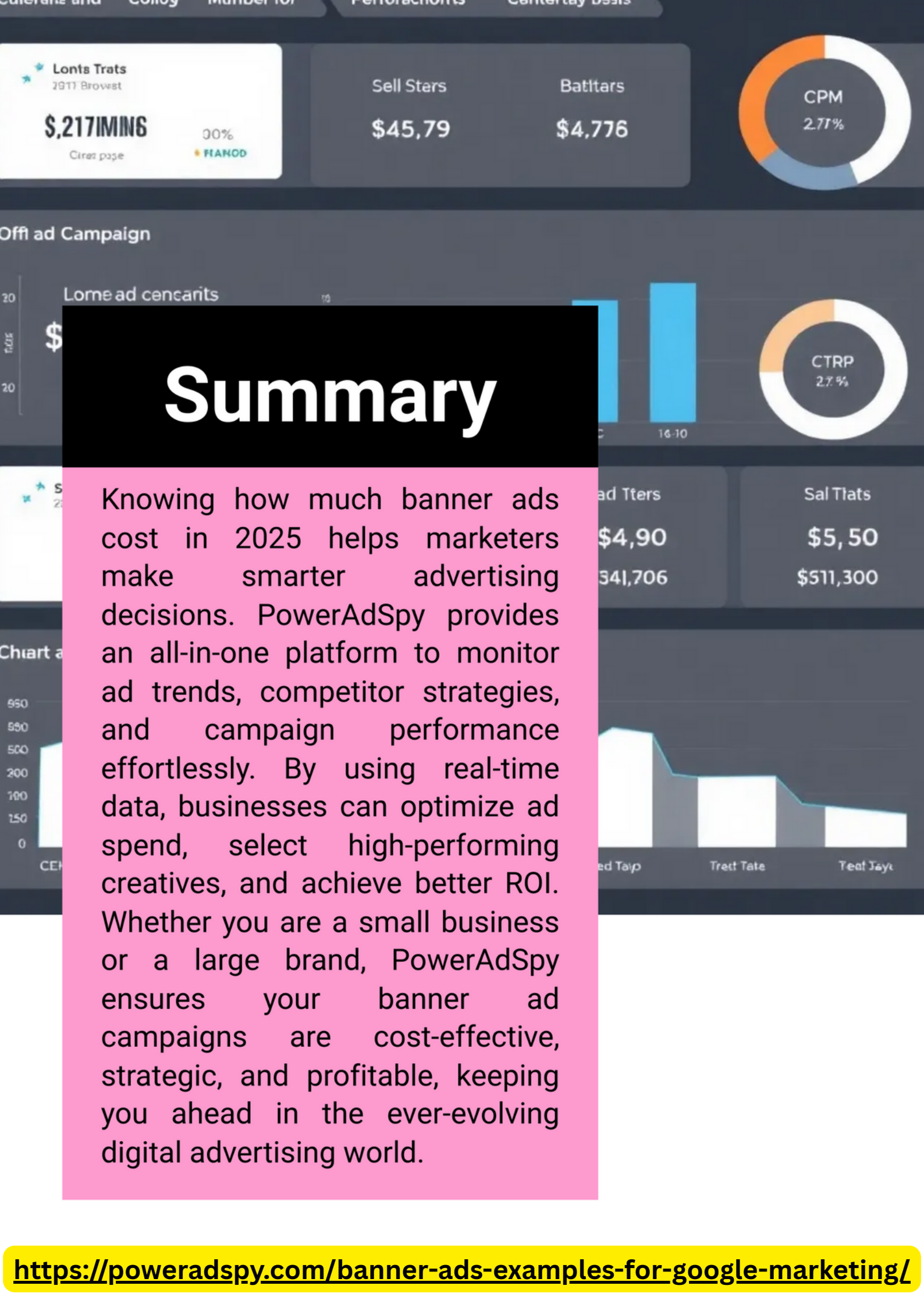
- **Cost Per Thousand Impressions (CPM):** Approximately \$0.50 for iOS and \$0.40 for Android

05

High-Profile Event Advertising

Geoff Keighley's Opening Night Live 2025:

- 30-second ad slot: €140,000 (~\$147,000 USD)
- 2-minute ad slot: €335,000 (~\$351,000 USD)
- 3-minute ad slot: €465,000 (~\$487,000 USD)

The background of the image is a blurred screenshot of the PowerAdSpy dashboard. It features various data visualizations: a donut chart at the top right showing CPM at 2.71%, a bar chart in the middle right showing CTRP at 2.7%, and several summary cards at the top and bottom right displaying metrics like 'Lonts Trats', 'Sell Sters', 'Batltars', 'ad Tters', and 'Sal Tlats' with associated dollar values. A line chart is visible on the bottom right. The overall theme is dark with blue and orange accents.

Summary

Knowing how much banner ads cost in 2025 helps marketers make smarter advertising decisions. PowerAdSpy provides an all-in-one platform to monitor ad trends, competitor strategies, and campaign performance effortlessly. By using real-time data, businesses can optimize ad spend, select high-performing creatives, and achieve better ROI. Whether you are a small business or a large brand, PowerAdSpy ensures your banner ad campaigns are cost-effective, strategic, and profitable, keeping you ahead in the ever-evolving digital advertising world.