EXCLUSIVE: OpenAI Confirms $200,000 Minimum Commitment for ChatGPT Ads

OpenAI is asking select advertisers to commit at least $200,000 as it rolls out beta ads on ChatGPT, the company confirmed to ADWEEK.

The beta is small and tightly controlled. An OpenAI spokesperson said the limited scope of the test is deliberate, intended to see what types of ads provide value for users. The company added that it plans to introduce additional ad formats and buying models over time, once it determines how advertising can be integrated in a more additive way, but declined to provide specifics.

Four clients represented by search intelligence platform Adthena were approached for $250,000.

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