

PRE-GAME: THE NFL TODAY PRESENTED BY SOUTHWEST AIRLINES (HD) (12PM - 1PM)

:05 EYE 1) 2:30 + :20 PROMO + :10 SOUTHWEST AIRLINES OBB  
2) 2:00 + :20 PROMO + :10 CBSSPORTS.COM PROMO (ISCI: SP63PRE10 BIN )  
\*3) :20 BBDS + 2:00 + :20 PROMO + :05 EYE + :34 STATION BREAK  
4) 2:30 + :20 SONY HD (ISCI:QSON6914H BIN ) + :10 PROMO  
5) 2:30 + :30 NFL ANNC'T + :10 SOUTHWEST AIRLINES CBB

:10 PROMO + :05 EYE + 2:34 STN BREAK 23 UNITS

PRE-KICK 1A) 1:00 (SUBWAY VIGNETTE + :30 SUBWAY COMMERCIAL)  
:12 NFL WELCOME

1ST QTR. KICK-OFF SCHEDULED @ 1:02PM PM  
1) 1:30 + :20 PROMO  
2) 1:30 + :20 BILLBOARDS  
3) 1:30  
4) 1:30 + :05 PROMO + :15 BILLBOARDS  
5) 1:30 + :15 PROMO + :05 NFL/CBS TAG (MAY AIR AT END OF 1ST QTR.)

END 1ST QTR. 6) 1:30 + : 20 PROMO

2ND QTR. 7) 1:30 + :20 PROMO  
8) 1:00 + :20 BILLBOARDS  
9) 1:30 + :10 NFL ANNC'T + :10 PROMO  
10) 1:00 + :30 PROMO + :15 BILLBOARDS  
11) 1:30 + :30 NFL ANNC'T/ENHANCEMENT + :20 PROMO

SPRINT HALFTIME REPORT

HALFTIME \*A) :30 PROMO + :05 EYE + :94 STN BRK  
B) :20 PROMO + :10 CBSSPORTS.COM PROMO (ISCI: SP63HALF10 BIN ) + 1:00 NFL ANNC'T  
\*C) :05 EYE + :94 STN BRK + SPECIAL H (:10 PROMO + :30)

3RD QTR. 12) 1:30 + :10 PROMO + :10 2010 NFL COPYRIGHT  
13) 1:00 + :20 BILLBOARDS  
14) 1:30 + :20 PROMO  
15) 1:30 + :05 PROMO + :15 BILLBOARDS  
16) 1:30 + :20 PROMO + (MAY AIR IN 4TH QTR. - BEFORE POS. 17)

END 3RD QTR. \*D) :10 PROMO + :05 EYE + :94 STATION BREAK

4TH QTR. 17) 1:30 + :10 NFL ANNC'T + :05 NFL/CBS TAG  
18) 1:30 + :20 BILLBOARDS  
19) 1:30 + :20 PROMO  
20) 1:30 + :05 PROMO + :15 BILLBOARDS  
21) 1:30 + :20 PROMO  
FLOATER 22) 1:30 (MAY FLOAT TO ANY QUARTER)

BONUS 1 / 22<sup>ND</sup> POD 1:30

POST GUN & END OF GAME SB 1) :30 + :30 GEICO PLAY OF THE DAY + :05 EYE + :60 LOCAL BREAK  
2) :30 (FROM POSTGUN) (MAY TIE TO ENDBREAK) + 1:30 BONUS

END OF COVERAGE STN BREAK :12 NFL CLOSE + :15 TAG + :05 EYE + :94 STATION BREAK

OVERTIME POD (2) 1:00

ADDITIONAL BONUS #3) 1:30 + :15 OR :20 PROMO #4) 1:30 + :15 OR :20 PROMO

^5) 2:00 ^6) 2:00 ^7) 2:00 ^8) 2:00

NOTES: 1) \* CUE TO ANY COMMERCIAL THAT IS IMMEDIATELY FOLLOWED BY A STATION BREAK: "... AFTER THIS MESSAGE AND A WORD FROM YOUR LOCAL STATION."  
2) #BONUS 2, 3 & 4 ARE TO MIRROR IN GAME POSITIONS.  
^BONUS 5, 6, 7 & 8 ARE TO MIRROR POST GUN/END OF GAME STATION BREAK.  
3) PRE-GAME: SOUTHWEST AIRLINES QUICK HITS, WESTWOOD ONE POP, CHALKTALK PRESENTED BY MCDONALDS, 3 TICKERS: SONY, SOUTHWEST, MCDONALD'S, DEFEND YOUR PICKS BY FEDEX, HDTV SPONSORED BY SONY-:05 LOGO ON L3 TICKER AIRS BEFORE PRE-KICK CX, VERIZON 1<sup>ST</sup> ON THE FIELD,FOOTBALL FACEOFF PRESENTED BY COORS LIGHT, INSIDE THE GAME BY DOMINO'S, CBS SPORTS UPDATE PRESENTED BY VIAGRA, SPRINT +FANTASY PROMO(ISCI: SP63PRE10 BIN )  
4) HALFTIME: SPRINT HALFTIME REPORT, SPRINT FANTASY PROMO (ISCI: SP63HALF10 BIN ), UNILIVER ½ TIME HEADLINES FEATURE-VASILINE BRAND  
6) GAME: HOME DEPOT GAME POINTS: 1 PM WINDOW ONLY FROM REMOTE PRE-KICK (MUST AIR BEFORE STATION BREAK FOLLOWED BY 317 AND COPYRIGHT), NO NFL MARKS PERMITTED, ALLSTATE POINTS OF PROTECTION AIRS PRE 2<sup>ND</sup> HALF KICK FROM REMOTE, VERIOZON 1<sup>ST</sup> ON THE FIELD, UPDATE PRESENTED BY PFIZER  
7) MET LIFE BLIMP- 1 POP PER HALF, AUDIO + VIDEO (BLIMP GAMES ONLY)  
8) POSTGAME: GEICO PLAY OF THE DAY (AIRS IN POSTGUN)(ISCI:GEICO0912H)  
9) CBSSPORTS.COM: (1) CBSSports.com tagline (Studio Ticker)(1) NFL.com tagline (Studio Ticker)  
(1) CBSSports.com (:10) pre-produced insert "Sprint Fantasy Football Today" (Promo)  
CBSSports.com credit (317) (4) CBSSports.com taglines [1-Per Quarter] (GameTrax)(4) NFL.com taglines [1-Per Quarter] (GameTrax)(1) CBSSports.com drop-in "Fantasy Football Commissioner Upgrade" (Graphic w/Copy)(1) NFL.com drop-in "Fantasy Football" (Graphic w/Copy)  
Halftime: CBSSports.com (:10) pre-produced insert "Sprint Fantasy Football Commissioner" (Promo)CBSSports.com credit (317)