

Air Date: 09-13-10

Start Tm: 10:15PM et

E * S * P * N E P I S O D E F O R M A T

MONDAY NIGHT FOOTBALL
NFL FOOTBALL: SAN DIEGO CHARGERS AT KANSAS CITY CHIEFS

Commercial Breakdown

National: 00:16:30 (33 National In-Game Units / 3 National Pre-Kick Units if time allows)
Local: 00:15:00 (27 Local Units / 3 Local units via 21st pod)
Promo: 00:03:50
Institutional/PSA: 00:01:20 (2 x :30 and 2 x :10 NFL Promos)
Tag: 00:00:34 (NFL Open/NFL Copyright/NFL Close)

BILLBOARD BREAKDOWN

1ST QUARTER	4	HALFTIME	2	3RD QUARTER	4
2ND QUARTER	4			4TH QUARTER	4

BREAK MAY AIR IN ANY QUARTER UPON CHALLENGE (PLAY REVIEW)
OR EXTENDED INJURY (21st POD)

IF 01:30 01:30 National

PRE-GAME (IF TIME ALLOWS - NOT GUARANTEED)

PRE-GAME BREAK #1 IS NOT GUARANTEED --

AIRS ONLY IF BREAK IS NEEDED AT PRODUCTION REQUEST

IF 00:30 00:30 National

PRE-GAME BREAK #2 IS NOT GUARANTEED --

AIRS ONLY IF BREAK IS NEEDED AT PRODUCTION REQUEST

IF 01:00 01:00 National

12-SEC NFL OPENING PRESENTATION AIRS FROM SITE

00:12 Tag :12 NFL OPENING TAG - AIRS FROM SITE

KICK AT 10:20PM ET

FIRST QUARTER - 1ST QTR BB'S AIR @ PRODUCTION'S DISCRETION

1 01:30 01:30 National

2 01:45 00:15 Promo
 01:30 Local

3 01:10 01:00 National
 00:10 PSA :10 NFL PROMO

4 01:30 01:30 Local

5 01:30 01:00 National
 00:30 Promo

END FIRST QUARTER

6 01:30 01:30 Local

SECOND QUARTER - 2ND QTR BB'S AIR @ PRODUCTION'S DISCRETION

7 01:30 01:30 National

8 01:45 00:15 Promo
 01:30 Local

9	01:30	01:00 National 00:30 PSA	:30 NFL PROMO
10	01:30	01:30 Local	

TWO MINUTE WARNING

11	01:15	01:00 National 00:15 Promo
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HALFTIME - STUDIO

HALFTIME SHOW - (1) BB INTO BREAK 12

12	01:00	00:30 National 00:30 Promo
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13	00:35	00:05 Promo 00:30 National
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HALFTIME SHOW - (1) BB OUT OF BREAK 13

14	02:00	00:30 Promo 01:30 Local
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THIRD QUARTER - 3RD QTR BB'S AIR @ PRODUCTION'S DISCRETION

15	01:40	01:30 National 00:10 TAG	:10 NFL COPYRIGHT
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16	01:45	00:15 Promo 01:30 Local
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17	01:30	01:00 National 00:30 PSA	:30 NFL PROMO
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18	01:30	01:30 Local
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19	01:30	01:00 National 00:30 Promo
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END THIRD QUARTER

20	01:30	01:30 National
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FOURTH QUARTER - 4TH QTR BB'S AIR @ PRODUCTION'S DISCRETION

21	01:40	01:30 National 00:10 PSA	:10 NFL PROMO
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22	01:30	01:30 Local
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23	01:30	01:00 National 00:30 Promo
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24	01:45	00:15 Promo 01:30 Local
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TWO MINUTE WARNING

25	01:00	01:00 National
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NOT GUARANTEED BREAK AIRS AFTER ALL INVENTORY HAS AIRED,
INCLUDING 21ST POD. DO NOT AIR AS TRANSITION (22ND POD)
IF 01:30 01:30 National

NFL CLOSING PRESENTATION TAG
00:12 :12 NFL CLOSING PRESENTATION TAG AIRS FROM SITE

***** OVERTIME BREAK ONLY *****
USE ONLY IN OVERTIME AND ONLY AFTER ALL SCHEDULED INVENTORY HAS AIRED.
IF 01:30 01:00 National
00:30 Promo

THE FOLLOWING TWO BONUS BREAKS CAN BE USED ONLY IN THE EVENT OF OVERTIME

BONUS BREAK #1
IF 01:30 01:30 National

BONUS BREAK #2
IF 01:30 01:30 National

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