

NFL ON CBS - DOUBLEHEADER WEEK #2 - NATIONAL ROT. #1 (HD)
SUNDAY, SEPTEMBER 19, 2010
1:00 PM - 4:00 PM

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: SP65PRE10) + :15 PROMO
*3) :20 BBDS + 2:00 + :20 PROMO + :05 EYE + :34 STATION BREAK
4) 2:30 + :20 SONY HD (ISCI:QSON6974H BIN 7829)
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

KICK-OFF SCHEDULED @ 1:02 PM

1ST QTR. 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
7) 1:30 + :20 PROMO
8) 1:30 + :20 BILLBOARDS
2ND QTR. 9) 1:30 + :10 NFL ANNC'T + :10 PROMO
10) 1:00 + :30 PROMO + :15 BILLBOARDS
11) 1:30 + :30 NFL ENHANCEMENT (P&G FEBREEZE) + :20 PROMO

SPRINT HALFTIME REPORT

HALFTIME *A) :30 PROMO + :05 EYE + :94 STN BRK
B) :20 PROMO + :10 CBSSPORTS.COM PROMO (ISCI: SP65HALF10) + 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) 1:30 + :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)
FLOATER 23) :30 (MAY FLOAT TO ANY QUARTER)

BONUS 1 / 22ND POD 1:30

POST GUN UNIT 1) :30 + :30 GEICO PLAY OF THE DAY (ISCI:GEICO0919H) + :30 (MAY AIR TIED TO END BREAK)

BONUS BRIDGE SHOW CX 2A) :15 (MAY AIR TIED TO END BREAK)

END STN BRK :12 NFL CLOSE + :05 EYE + :94 STN BREAK

OVERTIME POD (1) 1:00

BONUS 2) 1:30 + :15 PROMO OR :20 PROMO 4) 1:30 + :15 PROMO OR :20 PROMO
3) 1:30 + :15 PROMO OR :20 PROMO 5) 1:30 + :15 PROMO OR :20 PROMO

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 & 5 ARE TO MIRROR IN GAME POSITIONS.
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 1ST 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: SP65PRE10), DECISIVE MOMENTS PRESENTED BY MICROSOFT BING
4) HALFTIME: SPRINT HALFTIME REPORT, SPRINT FANTASY PROMO (ISCI: SP65HALF10), UNILIVER 1/2 TIME HEADLINES FEATURE-DOVE FOR MEN
5) 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 2ND HALF KICK FROM REMOTE, VERIZON 1ST ON THE FIELD, UPDATE PRESENTED BY PFIZER
6) MET LIFE BLIMP- 1 POP PER HALF, AUDIO + VIDEO (BLIMP GAMES ONLY)
7) GEICO PLAY OF THE DAY (AIRS IN POSTGUN) (ISCI:GEICO0919H)
8) 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)

