

Air Date: 10-04-10  
Network: ESPN

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

Start Tm: 08:30PM et

MONDAY NIGHT FOOTBALL  
NFL FOOTBALL:   NEW ENGLAND PATRIOTS AT MIAMI DOLPHINS

Commercial Breakdown

National:	00:26:00	(49 National In-Game Units / 3 National Pre-Kick Units)
Local:	00:15:00	(27 Local Units/3 Units via 21st Pod)
Promo:	00:03:30	
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

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BREAK IS GUARANTEED AND MUST AIR  
200 FR 01:30 01:30 National

BREAK MAY AIR IN ANY QUARTER UPON CHALLENGE (PLAY REVIEW)  
OR EXTENDED INJURY (21st POD)  
IF 01:30 01:30 National

PRE GAME (:10:00)

1	00:30	00:30 National	
2	01:00	01:00 National	
		00:12 TAG	:12 NFL OPENING TAG - AIRS FROM SITE

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

3	01:30	01:30 National	
4	01:45	00:15 Promo	
		01:30 Local	
5	01:40	01:30 National	
		00:10 PSA	:10 NFL PROMO
6	01:45	00:15 Promo	
		01:30 Local	
7	01:30	01:30 National	

END FIRST QUARTER

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

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

9	01:30	01:30 National	
10	01:45	00:15 Promo	
		01:30 Local	

11 01:45 01:15 National  
00:30 PSA :30 NFL PROMO

12 01:45 00:15 Promo  
01:30 Local

TWO MINUTE WARNING

13 01:45 01:30 National  
00:15 Promo

HALFTIME SHOW - (1) BB INTO BREAK 14

14 00:30 00:30 National

15 00:30 00:30 National

HALFTIME SHOW - (1) BB OUT OF BREAK 15

16 03:30 01:30 Local  
00:30 Promo  
01:30 Local

THIRD QUARTER - 3RD QTR BB'S AIR @ PRODUCTION'S DISCRETION

17 01:40 01:30 National  
00:10 TAG :10 NFL COPYRIGHT

18 01:45 00:15 Promo  
01:30 Local

19 01:45 01:15 National  
00:30 PSA :30 NFL PROMO

20 01:45 00:15 Promo  
01:30 Local

21 01:45 01:30 National  
00:15 Promo

END THIRD QUARTER

22 01:45 01:30 National  
00:15 Promo

FOURTH QUARTER - 4TH QTR BB'S AIR @ PRODUCTION'S DISCRETION

23 01:40 01:30 National  
00:10 PSA :10 NFL PROMO

24 01:45 00:15 Promo  
01:30 Local

25 01:30 01:30 National

26 01:45 00:15 Promo  
01:30 Local

TWO MINUTE WARNING

27 01:30 01:30 National

\*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

:12 NFL CLOSING TAG AIRS FROM SITE @ CONCLUSION OF BROADCAST  
00:12 00:12 TAG

\*\*\*\*\* 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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