

NFL ON CBS - DOUBLEHEADER WEEK #5 - NATIONAL ROT. #1 (HD)
SUNDAY, OCTOBER 10, 2010
4:00 PM - 7:00 PM

POST GUN FROM ROTATION 2 1) 1:30 (MAY AIR TIED TO END BREAK)
SIGN-OFF FOR ROTATION 2: :12 NFL CLOSE + :05 EYE + :94 STN BREAK

BONUS FOR ROTATION 2

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

KICK-OFF SCHEDULED @ 4:15 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) 1:00 + :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) :10 PROMO + :05 EYE + :94 SB + 2:00 NEWS + :30 PROMO
B) :10 PROMO + 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 / 22ND POD 1:30

POST GUN UNIT 1) :30 + :30 GEICO PLAY OF THE DAY (ISCI: ISCI:GEICO1010LH)+ :30 (MAY AIR TIED TO END BREAK)

END STN BRK :15 TAG + :12 NFL CLOSE + :05 EYE + 2:04 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) MET LIFE BLIMP- 1 POP PER HOUR, AUDIO + VIDEO (BLIMP GAMES ONLY)
3) GEICO PLAY OF THE DAY (AIRS IN POSTGUN) (ISCI:GEICO1010LH)
4) CBSSPORTS.COM: (4) CBSSports.com taglines [1-Per Quarter] (GameTrax)(4) NFL.com taglines [1-Per Quarter] (GameTrax)(1) CBSSports.com drop-in "Fantasy Football Today Postgame" (Graphic w/Copy)(1) NFL.com drop-in "" (Graphic w/Copy)Halftime: CBSSports.com (:10) pre-produced insert "Sprint Fantasy Football Commissioner" (Promo)CBSSports.com credit (317)