

SUNDAY, OCTOBER 17, 2010

1:00 PM - 4:00 PM & 4:00 PM - 7:00 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)

*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

:15 PROMO + :05 EYE + 2:34 STN BREAK

23 UNITS

PRE-KICK

1A) 1:00 (SUBWAY VIGNETTE + :30 SUBWAY COMMERCIAL)

:12 NFL WELCOME

4:00 PM PRE-KICK

1A) 1:00 PROMO + 1:00 (SUBWAY VIGNETTE + :30 SUBWAY COMMERCIAL)

:12 NFL WELCOME

KICK-OFF SCHEDULED @ 1:02PM 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 ANNC'T + :20 PROMO

SPRINT HALFTIME REPORT

HALFTIME

*A) :30 PROMO + :05 EYE + :94 STN BRK

B) :20 PROMO + :10 CBSSPORTS.COM 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

THE SUBWAY POST GAME SHOW (4:00 PM-5:00 PM)

POST GUN 1) :30 + :30 GEICO PLAY OF THE DAY (GEICO1017H)+ :30 + :05 EYE + :60 LOCAL BREAK

2) 2:00 + :30 PROMO

3) 2:00 + :30 NFL ANNC'T

4) 2:00 + :30 PROMO

5) :05 EYE + :60 LOCAL BREAK + 1:25 BONUS PROMO

SIGN OFF (1PM GAMES) :15 TAG + :12 NFL CLOSE + :05 EYE + :94 STN BRK

POST GUN (4PM GAMES) :30 + :30 GEICO PLAY OF THE DAY (GEICO1017LH) +:30 -MAY BE TIED TO SIGN OFF

SIGN OFF (4PM GAMES) :15 TAG + :12 NFL CLOSE + :05 EYE + :94 STN BRK

OVERTIME POD (1) 1:00

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

^5) 2:00 + :30 PROMO ^6) 2:00 + :30 PROMO ^7) 2:00 + :30 PROMO ^8) 2:00 + :30 PROMO

NOTES:

1) * CUE TO ANY COMMERCIAL THAT IS IMMEDIATELY FOLLOWED BY A STATION BREAK: "... AFTER THIS

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),

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) POST GAME SHOW: INNOVATIVE LEADERS PRESENTED BY AT&T; GEICO PLAY OF THE DAY(GEICO1017H)(POSTGUN)

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 "NFL Shop" (Graphic

w/Copy)(1) NFL.com drop-in "Fantasy Mobile Apps" (Graphic w/Copy)Halftime: CBSSports.com

(:10) pre-produced insert "Sprint Fantasy Football Commissioner" (Promo)CBSSports.com credit

(317) (1) CBSSports.com drop-in "The NFL Today Picks Contest" (Graphic w/Copy)(1) NFL.com

tagline (Studio Ticker)CBSSports.com credit (317)