

NFL ON CBS - DOUBLEHEADER WEEK #7 - NATIONAL ROT. #1 (HD)

SUNDAY, OCTOBER 24, 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)+ :10 TURNER PROMO
 *3) :20 BBDS + 2:00 + :20 PROMO + :05 EYE + :34 STATION BREAK
 4) 2:30 + :20 SONY HD (ISCI:QSON6904H BIN C403)
 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

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) 1:00 + :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 + :30 NFL ANNC'T + :10 TURNER PROMO + :30 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:GEICO1024H) + :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 LIPITOR, SPRINT +FANTASY PROMO(ISCI: SP65PRE10)
 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) 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 "Franchise Football"
 - [1:00P games ONLY] (Graphic w/Copy)(1) CBSSports.com drop-in "Fantasy Football Today
 Postgame" - [4:15P games ONLY] (Graphic w/Copy)(1) NFL.com drop-in "Mobile Apps" (Graphic w/Copy)
 Halftime: CBSSports.com (:10) pre-produced insert "Sprint Fantasy Football
 Commissioner" (Promo)CBSSports.com credit (317)

64 UNITS 10/19/10 (64 INCLUDES SPECIAL H IN FORMAT, PLUS COACHES CHALLENGE)