

Air Date: 10-25-10
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 YORK GIANTS AT DALLAS COWBOYS

Commercial Breakdown

National: 00:26:00 (52 National In-Game Units / 3 National Pre-Kick Units)
Local: 00:13:30 (27 Local Units)
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

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 01:45 01:30 National
00:15 Promo

END FIRST QUARTER

8 01:30 01:30 National

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 01:30 National
00:15 Promo
12 01:45 01:15 National
00:30 PSA :30 NFL PROMO

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

NFL CLOSING TAG AIRS AT CONCLUSION OF BROADCAST

00:12 TAG :12 NFL CLOSING TAG - AIRS FROM SITE

***** 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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