

SUNDAY, OCTOBER 31, 2010

1:00 PM - 4:00 PM &amp; 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: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

4:00 PM PRE-KICK

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

:12 NFL WELCOME

KICK-OFF SCHEDULED @ 1:06PM

1) 1:30 + :20 PROMO

2) 1:30 + :20 BILLBOARDS

3) 1:00 + :10 NFL ANNC'T

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) 1:00 + :30 NFL ENHANCEMENT (CANON) + :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) 1:00 + :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) 1:00 + :20 BILLBOARDS

19) 1:00 + :20 PROMO

20) 1:00 + :05 PROMO + :15 BILLBOARDS

21) 1:30 + :20 PROMO

FLOATER 22) 1:30 (MAY FLOAT TO ANY QUARTER)

FLOATER 25) 1:30 (4<sup>TH</sup> QTR ONLY; REVIEW OR INJURY TIME OUT)

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

POST GUN 1) :30 + :30 GEICO PLAY OF THE DAY (GEICO1031H)+ :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 (GEICO1031LH) +: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 &amp; 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 1<sup>ST</sup> 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)

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 2<sup>ND</sup> HALF KICK FROM REMOTE, VERIZON 1<sup>ST</sup> 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&amp;T; GEICO PLAY OF THE DAY (GEICO1031H) (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 "Fantasy Football Today" (Graphic

w/Copy) (1) NFL.com drop-in "Pro Bowl" (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)

58 UNITS 10/28/10 REV.1 (55 INCLUDES SPECIAL H IN FORMAT, PLUS COACHES CHALLENGE)