

NFL NETWORK GAME COMMERCIAL FORMAT				
Baltimore @ Atlanta - Thursday, November 11, 2010				
Pre-Kick		LENGTH		
Position #1	02:45	2:30 + :15 Open BBD		
Position #2	02:45	2:30 + :15 NFLN Promo		
Position #3	03:15	2:00 + :15 NFLN Promo + 1:00 Local		
Position #4	02:47	:10 Closing BBD + 2:00 + :15 NFLN Promo + :22 Hallmark		
GAME		LENGTH	NETWORK	FLOATERS
First Quarter				LOCAL
Position #1	01:45	1:30 + :15 Game Opening BBD	3.0	
Position #2	01:40	1:30 + :10 NFLN Promo	3.0	
Position #3	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0	2.0
Position #4	01:45	1:00 + :30 NFL PSA + :15 Middle BBD #1	2.0	
Position #5	01:45	01:45	3.5	
End of First Quarter				
Position #6	01:40	:30 + :10 NFLN Promo + 1:00 Local	1.0	2.0
Second Quarter				
Position #7	01:45	1:30 + :15 Middle BBD #2	3.0	
Position #8	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0	2.0
Position #9	01:45	1:30 + :15 Middle BBD #3	3.0	
Position #10	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0	2.0
Position #11	02:20	:10 NFL PSA + :10 NFLN Promo + 1:45	3.5	
21st Pod	01:30			3.0
End of First Half				
HALFTIME				
<i>Sponsored Halftime Show Opening Animation</i>				
Position #12	02:05	1:30 + :30 NFLN Promo + :05 NFLN ID	3.0	
Position #13	01:30	:30 + :30 NFL PSA + :30 NFLN Promo	1.0	
Position #14	02:05	:30 + 1:00 Local + :30 NFLN Promo + :05 NFLN ID	1.0	2.0
<i>Sponsored Halftime Show Closing Animation</i>				
Third Quarter				
Position #15	01:45	1:30 + :15 Middle BBD #4	3.0	
Position #16	01:45	01:45	3.5	
Position #17	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0	2.0
Position #18	01:40	1:30 + :10 NFL Copyright	3.0	
Position #19	01:50	1:30 + :10 NFLN Promo + :10 Middle BBD #5	3.0	
End of Third Quarter				
Position #20	01:40	:30 + :10 NFLN Promo + 1:00 Local	1.0	2.0
Fourth Quarter				
Position #21	01:45	1:30 + :15 Middle BBD #6	3.0	
Position #22	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0	2.0
Position #23	01:40	1:30 + :10 NFL PSA	3.0	
Position #24	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0	2.0
Position #25	01:45	1:30 + :15 Middle BBD #7	3.0	
22nd Pod	01:30			3.0
Post Gun				
Position #26	01:30	1:00 + :30 NFL Promo	2.0	
Total (excluding Post Gun)			55.5	6.0 18.0
Floater				
Floater #1	:30		1.0	
Floater #2	:15		0.5	
			57.0	
Overtime Games				
Overtime #1	01:30			
Overtime #2	01:30			

KICKOFF @ 8:29

Two Minute Warning

"21st Pod" Challenge Floater

Two Minute Warning

"22nd Pod" Challenge Floater

As of 11-10-10

