

NFL ON CBS - DOUBLEHEADER WEEK #11 - NATIONAL ROT. #1 (HD)
SUNDAY, NOVEMBER 21, 2010
4:00 PM - 7:00 PM

	KICK-OFF	SCHEDULED @ 4:15 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
2ND QTR.	7) 1:30	+ :20 PROMO
	8) 1:30	+ :20 BILLBOARDS
	9) 1:30	+ :10 NFL ANNC'T + :10 PROMO
	10) 1:00	+ :30 PROMO + :15 BILLBOARDS
	11) 1:30	+ :30 NFL ENHANCEMENT (CANON) + :20 PROMO

HALFTIME	SPRINT HALFTIME REPORT	
	*A) :10 PROMO + :05 EYE + :94 SB + 2:00 NEWS + :30 PROMO	
	B) :10 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) 1:30	+ :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)
	FLOATER 23) :30	(MAY FLOAT TO ANY QUARTER)
FLOATER 25) 1:30	(4 TH QTR ONLY; REVIEW OR INJURY TIME OUT)	

POST GUN UNIT 1) :30 + :30 GEICO PLAY OF THE DAY (ISCI: ISCI:GEICO1121LH)+ :30 (MAY AIR TIED TO END BREAK)

END STN BRK	:15 TAG + :12 NFL CLOSE + :05 EYE + 2:04 STN BREAK
-------------	--

OVERTIME POD	(1) 1:00
--------------	----------

<u>BONUS</u>	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) MET LIFE BLIMP- 1 POP PER HOUR, AUDIO + VIDEO (BLIMP GAMES ONLY)
 3) GEICO PLAY OF THE DAY (AIRS IN POSTGUN) (ISCI:GEICO1121LH)
 4) CBSSPORTS.COM: (4) CBSSports.com taglines [1-Per Quarter] (GameTrax) (4) NFL.com taglines [1-Per Quarter] (GameTrax) (1) CBSSports.com drop-in "Franchise Football" (w/out Facebook) (Graphic w/Copy)(1) NFL.com drop-in "" (Graphic w/Copy) Halftime: CBSSports.com (:10) pre-produced insert "Sprint Fantasy Football Commissioner" (Promo)CBSSports.com credit (317)