

Air Date: 12-06-10
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 JETS AT NEW ENGLAND PATRIOTS

Commercial Breakdown

National: 00:28:30 (52 National In-game Units / 5 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

FLOATER BREAK

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

1 01:30 01:30 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