

Air Date: 12-20-10  
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: CHICAGO BEARS AT MINNESOTA VIKINGS

Commercial Breakdown

National: 00:26:00 (49 National In-Game Units / 3 National Pre-Kick Units)  
Local: 00:15:00 (27 Local Units / 3 Units via 21st pod)  
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

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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 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 01:30 01:30 National

END FIRST QUARTER

8 01:45 01:30 National  
00:15 Promo

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 01:15 National  
00:30 PSA :30 NFL PROMO

12 01:45 00:15 Promo  
01:30 Local

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

:12 NFL CLOSING TAG AIRS FROM SITE @ CONCLUSION OF BROADCAST  
00:12 00:12 TAG

\*\*\*\*\* 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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