NFL NETWORK GAME COMMERCIAL FORMAT

San Francisco @ San Diego - Thursday, December 16, 2010

AD COORD LINE (SYNDICATION): 866-316-5098 Code: 2124502368 Leader: 4717

	Pre-Kick	LENGTH				
	Position #1	2:45	2:30 + :15 Open BBD			
	Position #2	2:45	2:30 + :15 NFLN Promo			
	Position #3	3:15	2:00 + :15 NFLN Promo + **1:00 Local**			
	Position #4	2:52	:15 Closing BBD + 2:00 + :15 NFLN Promo + :22 Hallmark			
	GAME	**LENGTH**		**NETWORK**	**FLOATERS**	**LOCAL**
KICKOFF @ 8:29	**First Quarter**					
	Position #1	1:45	1:30 + :15 Game Opening BBD	3.0		
	Position #2	1:40	1:30 + :10 NFLN Promo	3.0		
	Position #3	1:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #4	1:40	1:00 + :30 NFL PSA + :10 Middle BBD #1	2.0		
	Position #5	1:30	1:30	3.0		
	End of First Quarter					
	Position #6	1:40	:30 + :10 NFLN Promo + **1:00 Local**	1.0		**2.0**
	Second Quarter					
	Position #7	1:45	1:30 + :15 Middle BBD #2	3.0		
	Position #8	1:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #9	1:45	1:30 + :15 Middle BBD #3	3.0		
	Position #10	1:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
Two Minute Warning	Position #11	2:20	:10 NFL PSA + :10 NFLN Promo + 1:30	3.0		
"21st Pod" Challenge Floater	*21st Pod*	*1:30*			*3.0*	
	End of First Half					
	HALFTIME					
	Sponsored Halftime Show	*Opening Animation*				
	Position #12	2:05	1:30 + :30 NFLN Promo + :05 NFLN ID	3.0		
	Position #13	1:30	:30 + :30 NFL PSA + :30 NFLN Promo	1.0		
	Position #14	2:05	:30 + **1:00 Local** + :30 NFLN Promo + :05 NFLN ID	1.0		**2.0**
	Sponsored Halftime Show	*Closing Animation*				
	Third Quarter					
	Position #15	1:45	1:30 + :15 Middle BBD #4	3.0		
	Position #16	1:30	1:30	3.0		
	Position #17	1:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #18	1:40	1:30 + :10 NFL Copyright	3.0		
	Position #19	1:20	1:00 + :10 NFLN Promo + :10 Middle BBD #5	2.0		
	End of Third Quarter					
	Position #20	1:40	:30 + :10 NFLN Promo + **1:00 Local**	1.0		**2.0**
	Fourth Quarter					
	Position #21	1:45	1:30 + :15 Middle BBD #6	3.0		
	Position #22	1:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #23	1:40	1:30 + :10 NFL PSA	3.0		
	Position #24	1:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
Two Minute Warning	Position #25	1:40	1:30 + :10 Middle BBD #7	3.0		
"22nd Pod" Challenge Floater	*22nd Pod*	*1:30*			*3.0*	
	Post Gun					
	Position #26	1:30	1:00 + :30 NFL Promo	2.0		
			Total (excluding Post Gun)	**53.0**	**6.0**	**18.0**
	Floater					
				53.0		
	Overtime Games					
	Overtime #1	1:30				
As of 12-15-10	Overtime #2	1:30				