

Air Date: 12-27-10
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 ORLEANS SAINTS AT ATLANTA FALCONS

Commercial Breakdown

National: 00:22:00 (39* National In-Game Units / 5 National Pre-Kick Units)
Local: 00:15:00 (27 Local Units / 3 Local Units via 21st Pod)
Promo: 00:03:35
Institutional/PSA: 00:01:20 (2 x :30 and 2 x :10 NFL Promos)
Tag: 00:00:34 (NFL Open / NFL Copyright / NFL Close)

* Added 2 make-good units from 12/6 game (per NFL agreement).
(+:30 in breaks 22 & 27)

BILLBOARD BREAKDOWN

1ST QUARTER	4	HALFTIME	2	3RD QUARTER	4
2ND QUARTER	4			4TH QUARTER	4

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	01:25	01:00 National 00:15 Promo 00:10 PSA	:10 NFL PROMO
6	01:30	01:30 Local	
7	01:30	01:00 National 00:30 Promo	

END FIRST QUARTER

8	01:30	01:30 Local	
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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	01:00 National 00:30 PSA 00:15 Promo	:30 NFL PROMO
12	01:30	01:30 Local	

TWO MINUTE WARNING

13 01:45 01:30 National
00:15 Promo

HALFTIME SHOW - (1) BB INTO BREAK 14

14 01:00 00:30 National
00:30 Promo

15 00:35 00:05 Promo
00:30 National

HALFTIME SHOW - (1) BB OUT OF BREAK 15

16 01:30 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 01:30 01:30 Local

19 01:45 01:00 National
00:30 PSA :30 NFL PROMO
00:15 Promo

20 01:30 01:30 Local

21 01:30 01:00 National
00:30 Promo

END THIRD QUARTER

22 01:30 01:30 National

FOURTH QUARTER - 4TH QTR BB'S AIR @ PRODUCTION'S DISCRETION

23 01:30 01:30 National

24 01:45 00:15 Promo
01:30 Local

25 01:40 01:30 National
00:10 PSA :10 NFL PROMO

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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