NFL NETWORK GAME COMMERCIAL FORMAT

Dallas @ Arizona - Saturday, December 25, 2010

	Pre-Kick	LENGTH				
	Position #1	02:45	2:30 + :15 Open BBD			
	Position #2	03:15	3:00 + :15 NFLN Promo			
Hit @ 7:26:45	Position #3	03:15	:15 Closing BBD + 1:30 + :30 NFLN Promo + **1:00 Local**			
	Position #4	:22	:22 Hallmark			
	GAME	**LENGTH**		**NETWORK**	**FLOATERS**	**LOCAL**
KICKOFF @ 7:40	**First Quarter**					
	Position #1	01:45	1:30 + :15 Game Opening BBD	3.0		
	Position #2	01:40	1:30 + :10 NFLN Promo	3.0		
	Position #3	01:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #4	01:45	1:00 + :30 NFL PSA + :15 Middle BBD #1	2.0		
	Position #5	01:45	01:45	3.5		
	End of First Quarter					
	Position #6	01:40	:30 + :10 NFLN Promo + **1:00 Local**	1.0		**2.0**
	Second Quarter					
	Position #7	01:45	1:30 + :15 Middle BBD #2	3.0		
	Position #8	01:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #9	01:45	1:30 + :15 Middle BBD #3	3.0		
	Position #10	01:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
Two Minute Warning	Position #11	02:20	:10 NFL PSA + :10 NFLN Promo + 1:45	3.5		
"21st Pod" Challenge Floater	*21st Pod*	*01:30*			*3.0*	
	End of First Half					
	HALFTIME					
	Sponsored Halftime Show	*Opening Animation*				
	Position #12	02:05	1:30 + :30 NFLN Promo + :05 NFLN ID	3.0		
	Position #13	01:30	:30 + :30 NFL PSA + :30 NFLN Promo	1.0		
	Position #14	02:05	:30 + **1:00 Local** + :30 NFLN Promo + :05 NFLN ID	1.0		**2.0**
	Sponsored Halftime Show	*Closing Animation*				
	Third Quarter					
	Position #15	01:45	1:30 + :15 Middle BBD #4	3.0		
	Position #16	01:30	01:30	3.0		
	Position #17	01:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #18	01:40	1:30 + :10 NFL Copyright	3.0		
	Position #19	01:50	1:30 + :10 NFLN Promo + :10 Middle BBD #5	3.0		
	End of Third Quarter					
	Position #20	01:40	:30 + :10 NFLN Promo + **1:00 Local**	1.0		**2.0**
	Fourth Quarter					
	Position #21	01:45	1:30 + :15 Middle BBD #6	3.0		
	Position #22	01:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
	Position #23	01:40	1:30 + :10 NFL PSA	3.0		
	Position #24	01:45	:30 + **1:00 Local** + :15 NFLN Promo	1.0		**2.0**
Two Minute Warning	Position #25	01:45	1:30 + :15 Middle BBD #7	3.0		
"22nd Pod" Challenge Floater	*22nd Pod*	*01:30*			*3.0*	
	Post Gun					
	Position #26	02:00	1:00 + :30 NFL PSA + :30 NFL Promo	2.0		
			Total (excluding Post Gun)	**55.0**	**6.0**	**18.0**
	Floater					
				55.0		
	Overtime Games					
	Overtime #1	01:30				
As of 12-22-10	Overtime #2	01:30				