


NFL NETWORK GAME COMMERCIAL FORMAT						
Carolina @ Pittsburgh - Thursday, December 23, 2010						
Pre-Kick		LENGTH				
Position #1	02:15	2:00 + :15 Open BBD				
Position #2	02:15	2:00 + :15 NFLN Promo				
Position #3	02:45	1:30 + :15 NFLN Promo + 1:00 Local				
Position #4	02:52	:15 Closing BBD + 2:00 + :15 NFLN Promo + :22 Hallmark				
GAME		LENGTH	NETWORK	FLOATERS	LOCAL	
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	01:30	01:30		3.0		
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	01:40	1:30 + :10 Middle BBD #3		3.0		
Position #10	01:45	:30 + 1:00 Local + :15 NFLN Promo		1.0	2.0	
Position #11	02:20	:10 NFL PSA + :10 NFLN Promo + 1:30		3.0		
21st Pod	01:30				3.0	
End of First Half						
HALFTIME						
<i>Sponsored Halftime Show Opening Animation</i>						
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	
<i>Sponsored Halftime Show Closing Animation</i>						
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	01:20	1:00 + :10 NFLN Promo + :10 Middle BBD #5		2.0		
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	
Position #25	01:45	1:30 + :15 Middle BBD #7		3.0		
22nd Pod	01:30				3.0	
Post Gun						
Position #26	01:15	:15 + :30 NFL PSA + :30 NFL Promo		0.5		
Total (excluding Post Gun)				53.0	6.0	18.0
Floater						
				53.0		
Overtime Games						
Overtime #1	01:30					
Overtime #2	01:30					

KICKOFF @ 8:29

Two Minute Warning

"21st Pod" Challenge Floater

Two Minute Warning

"22nd Pod" Challenge Floater

As of 12-21-10