

NFL ON CBS - AFC DIVISIONAL PLAYOFF

SATURDAY, JANUARY 15, 2011 (HD)

4:30 PM- 8:00 PM

BALTIMORE @ PITTSBURGH

PRE-GAME: THE NFL TODAY PRESENTED BY SOUTHWEST AIRLINES (3:30PM - 4:30PM)

:15 CBS HALLMARK

- 1) 2:30 + :20 PROMO + :10 SOUTHWEST AIRLINES OBB
- 2) 2:15 + :30 TURNER PROMO
- *3) :20 BBDS + 1:30 + :20 PROMO + :30 NFL ANNC'T + :05 EYE + :34 STATION BREAK
- 4) 2:30 + :10 PROMO
- 5) 2:30 + :10 PROMO + :10 SOUTHWEST AIRLINES CBBP

:10 PROMO + :05 EYE + 2:34 STN BREAK

22 1/2 UNITS

PRE-KICK

- 1A) :20 SONY PREGAME VIGNETTE (ISCI QSON8284H BIN C839) + :30
- :12 NFL WELCOME

KICK-OFF SCHEDULED @ 4:35 PM

1ST QTR.

- 1) 1:30 + :20 PROMO
- 2) 1:30 + :20 BILLBOARDS
- 3) 1:30 + :20 PROMO
- 4) 1:30 + :05 CBS/NFL TAG + :15 BILLBOARDS
- 5) 1:30

END 1ST QTR.

- 6) 2:00 + :20 PROMO

2ND QTR.

- 7) 1:30 + :20 PROMO
- 8) 1:30 + :20 BILLBOARDS
- 9) 1:30 + :10 NFL ANNC'T
- 10) 1:00 + :30 PROMO + :15 BILLBOARDS
- 11) 1:30 + :30 NFL ENHANCEMENT (PEPSI) + :20 PROMO

SPRINT HALFTIME REPORT

HALFTIME

- *A) :30 PROMO + :05 EYE + :94 STN BRK
- B) 1:00 PROMO + :30 NFL ANNC'T + :30 TURNER PROMO
- *C) :05 EYE + 2:04 STN BRK

3RD QTR.

- 12) 2:00 + :10 PROMO + :10 2011 NFL COPYRIGHT (XNPI165610H)
- 13) 1:30 + :20 BILLBOARDS
- 14) 1:30 + :10 NFL ANNC'T + :10 PROMO
- 15) 1:30 + :05 CBS/NFL TAG + :15 BILLBOARDS
- 16) 1:30 + :20 PROMO (MAY AIR IN 4TH QTR. - BEFORE POS. #17)

END 3RD QTR.

- *D) :10 PROMO + :05 EYE + :94 STATION BREAK

4TH QTR.

- 17) 1:30 + :20 PROMO
- 18) 1:30 + :20 BILLBOARDS
- 19) 1:30 + :20 PROMO
- 20) 1:30 + :15 BILLBOARDS
- 21) 1:30 + :30 NFL ANNC'T + :10 PROMO
- FLOATER 22) 1:30 (MAY FLOAT TO ANY QUARTER)
- FLOATER 25) 1:30 (4TH QTR ONLY; REVIEW OR INJURY TIME OUT)

THE SUBWAY POST GAME SHOW

POST GUN

- 1) :30 SUBWAY CX + :30 SUBWAY VIGNETTE + :30 + :05 EYE + :60 LOCAL BREAK
- 2) 2:00 + :20 SONY POSTGAME VIGNETTE (ISCI QSON8284H BIN C839) + :10 PROMO
- 3) 2:00 + :30 NFL ANNC'T
- 4) 2:00 + :30 PROMO

12 UNITS

SIGN OFF

:15 TAG + :12 NFL CLOSE + :10 PROMO + :05 EYE + :94 STN BRK

OVERTIME POD#1

- 1) 1:00

OVERTIME POD#2

- 1) 1:00

BONUS

- 2) 1:30 + :15 OR :20 PROMO
- 3) 1:30 + :15 OR :20 PROMO
- 4) 1:30 + :15 OR :20 PROMO

NOTES:

- 1) * CUE TO ANY COMMERCIAL THAT IS IMMEDIATELY FOLLOWED BY A STATION BREAK: "... AFTER THIS MESSAGE AND A WORD FROM YOUR LOCAL STATION."
- 2) #BONUS 2, 3, & 4 ARE TO MIRROR IN GAME POSITIONS.
- 3) PRE-GAME: SOUTHWEST AIRLINES, CHALKTALK PRESENTED BY MCDONALD'S, 1 TICKER: SOUTHWEST, IBM INSIGHT CENTER, INSIDE THE GAME BY DOMINO'S, SONY PREGAME VIGNETTE IN PRE-KICK, PEPSI MAX MAXIMUM PERFORMANCE, APPLE ITUNES DRIVER
- 4) HDTV SPONSORED BY SONY (HD GAME ONLY):SONY HD- :05 LOGO ON L3 TICKER AIRS BEFORE PRE-KICK CX.
- 5) GAME:THE MOTOROLA ATRIX PLAY PRESENTED BY MOTOROLA AIRS PRE 2ND HALF KICK FROM REMOTE
- 6) SUBWAY POSTGAME: SUBWAY PLAY OF THE DAY (AIRS IN POSTGUN), DECISIVE MOMENTS PRESENTED BY MICROSOFT BING; SONY POSTGAME VIGNETTE IN POSTGAME
- 7) CBSSPORTS.COM: (1) CBSSports.com tagline (Studio Ticker)(1) NFL.com tagline (Studio Ticker)CBSSports.com credit (317)
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