

NFL ON CBS - AFC DIVISIONAL PLAYOFF
SUNDAY, JANUARY 16, 2011 (HD)
4:30 PM- 8:00 PM
NEW YORK JETS @ NEW ENGLAND

PRE-GAME: THE NFL TODAY PRESENTED BY SOUTHWEST AIRLINES (4:00PM - 4:30PM)

:15 CBS HALLMARK PROMO

- 1) 2:00 + :30 NFL ANNC'T + :10 SOUTHWEST AIRLINES OBB
- 2) 2:00 + :10 PROMO
- 3) 2:00 + :10 PROMO + :20 CBB

:10 PROMO + :05 EYE + 2:04 STN BREAK 12 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) 1:30 + :15 BILLBOARDS
- 11) 1:30 + :30 NFL ENHANCEMENT (PAPA JOHN'S) + :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 BIN E419)
- 13) 2:00 + :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) 2:00 + :10 PROMO
- FLOATER 22) 1:30 (MAY FLOAT TO ANY QUARTER)
- FLOATER A) :30 PROMO
- FLOATER B) :30 NFL ANNC'T
- 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
2) 1:30 + :20 SONY POSTGAME VIGNETTE (ISCI QSON8284H BIN C839) + :30 NFL ANNC'T

3 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, 1 TICKER: SOUTHWEST, VERIZON 1ST ON THE FIELD, IBM INSIGHT CENTER, SONY PREGAME VIGNETTE IN PRE-KICK, KAYAK.COM "ONE AND DONE" PRE-KICK FEATURE, INSIDE THE GAME BY DOMINO'S, CBS SPORTS UPDATE PRESENTED BY LIPITOR
- 4) HDTV SPONSORED BY SONY (HD GAME ONLY):SONY HD- :05 GRAPHIC TO AIR BEFORE PRE-KICK CX + AUDIO.
- 5) GAME:POINTS OF PROTECTION PRESENTED BY ALLSTATE AIRS PRE 2ND HALF FROM REMOTE
- 6) SUBWAY POSTGAME: SUBWAY PLAY OF THE DAY (AIRS IN POSTGUN), DECISIVE MOMENTS PRESENTED BY MICROSOFT BING, SONY POSTGAME VIGNETTE
- 7) MET LIFE BLIMP AERIAL COVERAGE
- 8) CBSSPORTS.COM: (1) CBSSports.com tagline (Studio Ticker)(1) NFL.com tagline (Studio Ticker)CBSSports.com credit (317)
(1) CBSSports.com drop-in "Fantasy Sports" (Graphic w/Copy)(1) NFL.com drop-in "Playoff Challenge" (Graphic w/Copy)
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