

NFL ON CBS - AFC CHAMPIONSHIP
SUNDAY, JANUARY 23, 2011 (HD)
6:30 PM - 10:00 PM
NY JETS @ PITTSBURGH

PRE-GAME: THE NFL TODAY PRESENTED BY SOUTHWEST AIRLINES (HD) (6PM - 6:30PM)

:05 EYE

:15 CBS HALLMARK

- 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 @ 6:40 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 (GM) + :20 PROMO

SPRINT HALFTIME REPORT

HALFTIME

- *A) :30 PROMO + :05 EYE + :94 STN BRK
B) 1:05 PROMO + :30 NFL ANNC'T
*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 + 1:00 + :05 EYE + :60 LOCAL BREAK
2) 1:30 + :20 SONY POSTGAME VIGNETTE (ISCI QSON8284H BIN C839) + :30 NFL ANNC'T + :10 CBS COLLEGE PROMO
3) 2:00 + :30 NFL ANNC'T
4) 2:00 + :30 PROMO

11 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) 1:30

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, IBM INSIGHT, SONY PREGAME VIGNETTE IN PRE-KICK, INSIDE THE GAME BY DOMINO'S, E*TRADE BABY FEATURE
4) HDTV SPONSORED BY SONY (HD GAME ONLY):SONY HD- :05 GRAPHIC TO AIR BEFORE RRE-KICK CX + AUDIO.
5) GAME: TWO :10 L3 TUNE IN BRIDGESTONE ½ TIME SHOW PROMOS- 1X PER HALF, HLAFTIME ANNC'T OF WALTER PAYTON MAN OF THE YEAR FINALIST, PROMOTE UPCOMING PRO BOWL GAME- 1X PER HALF
6) SUBWAY POSTGAME SHOW: SUBWAY PLAY OF THE DAY (AIRS IN POSTGUN), THE MOTOROLA ATRIX PLAY PRESENTED BY MOTOROLA, DECISIVE MOMENTS PRESENTED BY MICROSOFT BING, APPLE ITUNES DRIVER, SONY POSTGAME VIGNETTE
7) MET LIFE AERIAL COVERAGE
8) CBSSPORTS.COM: 1) CBSSports.com drop-in "NFL Draft" (Graphic w/Copy)(1) NFL.com drop-in "Audio Pass" - [1st Half] (Graphic w/Copy) (1) NFL.com drop-in "Game Rewind" - [2nd Half] (Graphic w/Copy)CBSSports.com credit (317)