

NFL ON CBS - SINGLEHEADER WEEK #1 - HD
SUNDAY, SEPTEMBER 7, 2014
1:00 PM - 4:00 PM

PRE-GAME: THE NFL TODAY PRESENTED BY SOUTHWEST AIRLINES (HD) (12PM - 1PM)(18.5 UNITS)

:05 EYE & :30 CBS HALLMARK - FROM STUDIO 43

1)	1:45	+	:20 PROMO	+	:10 SOUTHWEST AIRLINES OBB	2:05+
2)	1:30	+	:20 PROMO	+	:10 CBSSPORTS.COM PROMO	2:00
:20 BBD *3)	1:30	+	:20 PROMO	+	:05 EYE + :34 STATION BREAK	2:29
4)	2:00	+	:10 MAYWEATHER PROMO			2:10
5)	2:30	+	:30 NFL ANNC'T	+	:10 SOUTHWEST AIRLINES CBB	3:00+

PRE-GAME END STN BREAK: :10 PROMO + :05 EYE + 2:34 STN BREAK

1:00PM PRE-KICK 1A) 1:00 (:30 SUBWAY VIGNETTE + :30 SUBWAY COMMERCIAL)
:12 NFL WELCOME

KICK-OFF SCHEDULED @ 1:02PM

1 ST QTR.	1)	1:30	+	:20 PROMO	1:50
	2)	1:30	+	:20 BILLBOARDS	1:30+
	3)	1:30	+	:15 PROMO	1:45
	4)	1:30	+	:05 PROMO + :15 BILLBOARDS	1:35+
	5)	1:30	+	:15 PROMO + :05 NFL/CBS TAG	1:50

END OF 1 ST QTR.	6)	1:30	+	:20 PROMO	1:50
2 ND QTR.	7)	1:30	+	:10 PROMO	1:40
	8)	1:30	+	:20 BILLBOARDS	1:30+
	9)	1:30	+	:15 NFL ANNC'T	1:45
	10)	1:00	+	** :30 PROMO + :15 BILLBOARDS	1:30+
(2 MIN WARNING)	11)	1:30	+	:30 NFL ENHANCEMENT (SAP) + :20 PROMO	2:20

THE VERIZON HALFTIME REPORT

HALFTIME	*A)	:30 PROMO	+	:05 EYE	+	1:34 STN BRK
	B)	:20 PROMO	+	:10 CBSSPORTS.COM PROMO	+	1:00 NFL ANNC'T
	*C)	:05 EYE	+	1:34 STN BRK	+	SPECIAL H (:10 PROMO + :30)

3 RD QTR.	12)	1:30	+	:10 PROMO + :10 2014 NFL COPYRIGHT	1:50
	13)	1:30	+	:20 BILLBOARD	1:30+
	14)	1:30	+	:10 PROMO	1:40
	15)	1:30	+	:05 PROMO + :15 BILLBOARDS	1:35+
	16)	1:00	+	** :30 NFL ANNC'T + :20 PROMO	1:50

END 3 RD QTR. *D)	:10 PROMO	+	:05 EYE	+	1:34 STN BRK	1:49
4 TH QTR.	17)	1:30	+	:15 NFL ANNC'T + :05 NFL/CBS TAG	1:50	
	18)	1:30	+	:20 BILLBOARD	1:30+	
	19)	1:30	+	:10 PROMO	1:40	
	20)	1:00	+	** :30 PROMO + :15 BILLBOARDS	1:30+	
(2 MIN WARNING)	21)	1:30	+	:20 PROMO	1:50	
FLOATER	22)	:30	+	:30 PROMO + ** :30 NFL ANNC'T (MAY FLOAT TO ANY QUARTER)	1:30	

POST GUN & END OF GAME SB 1) :30 + :30 GEICO PLAY OF THE DAY + :05 EYE + 1:00 LOCAL BREAK
2) :30 PROMO (FROM POSTGUN) (MAY TIE TO ENDBREAK) + 1:30 BONUS

END OF COVERAGE STN BREAK :15 TAG + :12 NFL CLOSE + :05 EYE + 2:04 STN BRK

OVERTIME POD 1A) 1:30 2A) 1:30 3A) 1:30

NOTES: 1) * CUE TO ANY COMMERCIAL THAT IS IMMEDIATELY FOLLOWED BY A STATION BREAK: "... AFTER THIS MESSAGE AND A WORD FROM YOUR LOCAL STATION."

62 UNITS 9/5/14 REV 2 (INCLUDES 1 UNIT SPECIAL H IN ½ TIME, PLUS 1 COACHES CHALLENGE UNIT)