

Air Date: 09-08-14

Start Tm: 06:55PM ET

E * S * P * N E P I S O D E F O R M A T

MONDAY NIGHT FOOTBALL: NEW YORK GIANTS AT DETROIT LIONS

Commercial Breakdown:

National: 00:31:30 (63 Nat'l Units (52 Nat'l In-Game Units + 3 Units via 21st Pod = 55 Nat'l Units) + 8 Nat'l Pre-Kick Units)
Local: 00:12:00 (24 Local Units)
Promo: 00:03:45
Institutional/PSA: 00:01:20 (2 X :30 / 2 X :10 NFL Promos)
Tag: 00:00:34 (NFL Open / NFL Copyright / NFL Close)
Total: 00:49:09

BILLBOARD BREAKDOWN

1st QUARTER 4 HALFTIME 2 3rd QUARTER 4
2nd QUARTER 4 4th QUARTER 4

NON-GUARANTEED BREAK MAY AIR IN ANY QUARTER UPON CHALLENGE (PLAY REVIEW) OR EXTENDED INJURY
01:30 01:30 National

NOT GUARANTEED BREAK AIRS AFTER ALL INVENTORY HAS AIRED.
01:30 01:30 National

BREAK IS GUARANTEED AND MUST AIR WITHIN ANY QUARTER.
01:30 01:30 National

PRE GAME

1 02:00 02:00 National

2 02:00 02:00 National
 00:12 TAG :12 NFL OPENING TAG - AIRS FROM SITE

FIRST QUARTER - 1ST QTR BB'S AIR @ PRODUCTION'S DISCRETION

3 01:30 01:30 National

4 01:45 00:15 Promo
 01:30 Local

5 01:40 01:30 National
 00:10 PSA :10 NFL PROMO

6 01:45 00:15 Promo
 01:30 Local

7 01:30 01:30 National

END FIRST QUARTER

8 01:45 01:30 National
 00:15 Promo

SECOND QUARTER - 2ND QTR BB'S AIR @ PRODUCTION'S DISCRETION

9 01:30 01:30 National

10 01:45 00:15 Promo
 01:30 National

11 01:45 01:15 National
00:30 PSA :30 NFL PROMO

12 01:45 00:15 Promo
01:30 Local

TWO MINUTE WARNING

13 01:45 01:30 National
00:15 Promo

HALFTIME SHOW - (1) BB INTO BREAK 14

14 00:45 00:30 National
00:15 Promo

15 00:30 00:30 National

HALFTIME SHOW - (1) BB OUT OF BREAK 15

16 03:30 01:30 Local
00:30 Promo
01:30 Local

THIRD QUARTER - 3RD QTR BB'S AIR @ PRODUCTION'S DISCRETION

17 01:40 01:30 National
00:10 TAG :10 NFL COPYRIGHT

18 01:45 00:15 Promo
01:30 Local

19 01:45 01:30 National
00:15 Promo

20 01:45 01:15 National
00:30 PSA :30 NFL PROMO

21 01:30 01:30 Local

END THIRD QUARTER

22 01:45 01:30 National
00:15 Promo

FOURTH QUARTER - 4TH QTR BB'S AIR @ PRODUCTION'S DISCRETION

23 01:40 01:30 National
00:10 PSA :10 NFL PROMO

24 01:45 00:15 Promo
01:30 Local

25 01:45 00:15 Promo
01:30 National

26 01:45 01:30 National
00:15 Promo

TWO MINUTE WARNING

27 01:30 01:30 National

NFL CLOSING TAG AIRS @ CONCLUSION OF BROADCAST

00:12 00:12 TAG