

NFL ON CBS - THURSDAY NIGHT FOOTBALL (HD)
THURSDAY, SEPTEMBER 18, 2014
TAMPA BAY @ ATLANTA

PRE-GAME: NFL THURSDAY NIGHT KICKOFF PRESENTED BY LOWES/VERIZON (HD) (7:30 PM -8:25 PM) (14.5 UNITS)

:05 EYE + :30 CBS HALLMARK

1)	1:15	+	:20	PROMO	+	:10	OBBDS		1:35+
2)	1:00	+	:30	NFL ANNC'T	+	:20	PROMO		1:50
*3)	2:00	+	:20	PROMO	+	:05	EYE	+ :34 STN BRK + :20 MBBDS	2:59+
4)	1:30	+	:05	EYE	+	1:00	NEWS WINDOW		2:35
5)	1:30								1:30

PRE-GAME END STN BREAK :10 PROMO + :05 EYE + 2:34 STN BREAK 2:49

PRE-KICK 1A) :15 VERIZON ISO CLOSE (CBBB) + 1:45 + :12 NFL WELCOME 1:57+

KICK-OFF SCHEDULED @ 8:26 PM

1 ST QTR.	1)	1:30	+	:20	PROMO		1:50
	2)	1:30	+	:20	BILLBOARDS		1:30+
	3)	1:30	+	:15	NFL ANNC'T		1:45
	4)	1:30	+	:10	PROMO	+ :10 BILLBOARDS	1:40+
	5)	1:30	+	:15	PROMO	+ :05 NFL/CBS TAG	1:50

END OF 1ST QTR. *6) :10 PROMO + :05 EYE + 1:34 STN BRK :30 PROMO/NFLN LCL 2:19 {EXTENDED BREAK}

2 ND QTR.	7)	1:30	+	:20	PROMO		1:50
	8)	1:30	+	:20	BILLBOARDS		1:30+
	9)	1:30	+	:20	PROMO		1:50
	10)	1:30	+	:10	PROMO	+ :10 BILLBOARDS	1:40+
(2 MIN WARNING)	11)	1:30	+	:30	NFL ANNC'T	+ :20 PROMO	2:20 {EXTENDED BREAK}

THE LEXUS HALFTIME REPORT

HALFTIME	*A)	:05 NFL/CBS TAG + :30 NFL ANNC'T + 1:00 PROMO/NFLN LCL + :05 EYE + 1:04 STN BRK
	B)	1:00 PROMO/NFLN LCL
	*C)	:05 EYE + 1:30 NEWS WINDOW + :30 STN BRK + SPECIAL H (:10 PROMO + :30)

3 RD QTR.	12)	2:00	+	:10	PROMO	+ :10 2014 NFL COPYRIGHT	2:20 {EXTENDED BREAK}
	13)	1:30	+	:20	BILLBOARDS		1:30+
	14)	1:30	+	:20	PROMO		1:50
	15)	1:30	+	:20	PROMO		1:50
	16)	1:30	+	:15	BILLBOARDS		1:30+

END 3RD QTR. *D) :10 PROMO + :05 EYE + 1:34 STN BRK + :30 NFL PSA/NFLN LCL 2:19 {EXTENDED BREAK}

4 TH QTR.	17)	1:30	+	:15	NFL ANNC'T	+ :05 NFL/CBS TAG	1:50
	18)	1:30	+	:20	BILLBOARDS		1:30+
	19)	1:30	+	:15	PROMO		1:45
	20)	1:30	+	:10	PROMO	+ :10 BILLBOARDS	1:40+
(2 MIN WARNING)	21)	1:30	+	:20	PROMO		1:50
FLOATER	22)	1:30			(MAY FLOAT TO ANY QUARTER)		1:30
BACKUP :60					(:30 PROMO + :30 NFL ANNC'T) (TO AIR ONLY IF BRK 21 - 2 MIN WARNING - IS MOVED UP)		

POST GUN (2 UNITS) 1) 1:00 + :30 PROMO + :05 EYE + :10 LOCAL NEWS/ PROMO + 1:30 STN BREAK 3:15

THE MAZDA POST GAME SHOW

SIGN-OFF :30 + 1:00 PROMO + :12 NFL CLOSE + :05 EYE + 2:04 STN BRK 3:51

OVERTIME POD 1) 1:30

65 NAT'L UNITS (INCLUDES 1 SPECIAL H UNIT AND 3 COACHES CHALLENGE UNITS)

2 POST GUN UNITS

1 POST GAME UNITS

9/18/14 REVISION 1