

NFL ON CBS - SINGLEHEADER WEEK #4 - HD
SUNDAY, SEPTEMBER 28, 2014
1:00 PM - 4:00 PM & 4:00 PM - 7:00 PM

PRE-GAME: THE NFL TODAY PRESENTED BY SOUTHWEST AIRLINES (HD) (12PM - 1PM) (19.5 UNITS)

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

	1)	2:30	+	:20 PROMO	+	:10 CBSN PROMO	+	:10 SOUTHWEST AIRLINES OBB	3:00+
	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)	2:15							2:15
	5)	2:00	+	:30 NFL ANNC'T	+	:10 SOUTHWEST AIRLINES CBB			2:30+

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

4:00PM PRE-KICK 1A) 1:00 PROMO + 1:00 (:30 SUBWAY VIGNETTE + :30 SUBWAY COMMERCIAL)
:12 NFL WELCOME

KICK-OFF SCHEDULED @ 1:05PM & 4:05PM

	1)	1:30	+	:20 PROMO			1:50
1 st QTR.	2)	1:30	+	:20 BILLBOARDS			1:30+
	3)	1:30					1:30
	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
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	7)	1:30	+	:20 PROMO			1:50
2 nd QTR.	8)	1:30	+	:20 BILLBOARDS			1:30+
	9)	1:00	+	:15 NFL ANNC'T	+	:10 PROMO	1:25
	10)	1:00	+	:30 PROMO	+	:15 BILLBOARDS	1:30+
(2 MIN WARNING)	11)	1:30	+	:30 NFL ENHANCEMENT (SAP)	+	:20 PROMO	2:20

				<u>THE VERIZON HALFTIME REPORT</u>				
HALFTIME	*A)	:30 PROMO	+	:05 EYE	+	1:34 STN BRK		
	B)	:20 PROMO	+	:10 CBSSPORTS.COM PROMO	+	1:00 NFL ANNC'T	+	:20 TURNER PROMO
	*C)	:05 EYE	+	1:34 STN BRK	+	SPECIAL H (:10 PROMO + :30)		

	12)	1:30	+	:10 PROMO	+	:10 2014 NFL COPYRIGHT	1:50
3 rd QTR.	13)	1:00	+	:20 BILLBOARDS			1:00+
	14)	1:00	+	:20 PROMO			1:20
	15)	1:30	+	:05 PROMO	+	:15 BILLBOARDS	1:35+
	16)	1:30	+	:20 PROMO			1:50

END 3 rd QTR. *D)	:10 PROMO	+	:05 EYE	+	1:34 STN BRK	1:49
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	17)	1:30	+	:15 NFL ANNC'T	+	:05 NFL/CBS TAG	1:50
4 th QTR.	18)	1:00	+	:20 BILLBOARDS			1:00+
	19)	1:30	+	:20 PROMO			1:50
	20)	1:30	+	:05 PROMO	+	:15 BILLBOARDS	1:35+
(2 MIN WARNING)	21)	1:30	+	:20 PROMO			1:50
	FLOATER 22)	1:30		(MAY FLOAT TO ANY QUARTER)			1:30

THE SUBWAY POST GAME SHOW (4:00 PM - 5:00 PM) (10 UNITS)

POST GUN (1PM GAMES) 1A) :30 + :30 GEICO PLAY OF THE DAY + :30 + :05 EYE + 1:00 LOCAL BREAK
1) 2:00 + :30 PROMO
2) 1:30 + :30 NFL ANNC'T
3) 1:30 + :30 PROMO
4) :05 EYE + 1:00 LOCAL BREAK + 1:25 BONUS PROMO

<u>SIGN OFF (1PM GAMES)</u>	:15 TAG	+	:12 NFL CLOSE	+	:05 EYE	+	2:04 STN BRK	2:36
<u>POST GUN (4PM GAMES)</u>	:30	+	:30 GEICO PLAY OF THE DAY	+	:30			1:30
<u>SIGN OFF (4PM GAMES)</u>	:15 TAG	+	:12 NFL CLOSE	+	:05 EYE	+	1:34 STN BRK	2:06

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

62 UNITS 9/26/14 (INCLUDES 1 UNIT SPECIAL H IN ½ TIME, PLUS 3 COACHES CHALLENGE UNITS) REVISION 1