

Air Date: 09-29-14

Start Tm: 08:15PM ET

E \* S \* P \* N   E P I S O D E   F O R M A T  
MONDAY NIGHT FOOTBALL: NEW ENGLAND PATRIOTS AT KANSAS CITY CHIEFS

Commercial Breakdown

National: 00:28:30 (57 Nat'l Units (46 Nat'l In-Game Units + 3 Units via 21<sup>st</sup> Pod = 49 Nat'l Units) + 8 Nat'l Pre-Kick Units)  
Local: 00:13:30 (27 Local Units)  
Promo: 00:03:45  
Institutional/PSA: 00:01:30 (2 X :30 / 3 X :10 NFL Promos)  
Tag: 00:00:34 (NFL Open / NFL Copyright / NFL Close)  
Total: 00:47:49

BILLBOARD BREAKDOWN:

1<sup>ST</sup> QUARTER 4      HALFTIME 2      3<sup>RD</sup> QUARTER 4  
2<sup>ND</sup> QUARTER 4      4<sup>TH</sup> QUARTER 4

---

BREAK CAN 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

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 01:40 01:30 National  
00:10 PSA :10 NFL CROSS-NET PROMO

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

12 01:15 00:15 Promo  
01:00 National

TWO MINUTE WARNING

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

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

20 01:30 01:30 Local

21 01:15 01:00 National  
00:15 Promo

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 01:15 01:00 National  
00:15 Promo

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

TWO MINUTE WARNING

27 01:30 01:30 National

\*NFL CLOSING TAG AIRS FROM SITE @ CONCLUSION OF BROADCAST\*

00:12 00:12 TAG