

NFL ON CBS - DOUBLEHEADER WEEK #5 - NATIONAL ROT. #1 - HD
SUNDAY, OCTOBER 5, 2014
1:00 PM - 4:00 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)	2:00	+	:20 PROMO	+	:10 CBSN PROMO	+	:10 SOUTHWEST AIRLINES OBB	2:30+
	2)	2:00	+	:20 PROMO	+	:10 CBSSPORTS.COM PROMO			2:30
:20 BBD	*3)	1:30	+	:20 PROMO	+	:05 EYE	+	:34 STATION BREAK	2:29+
	4)	1:45							1:45
	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

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

KICK-OFF SCHEDULED @ 1:02 PM

1 ST QTR.	1)	1:30	+	:20 PROMO			1:50
	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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2 ND QTR.	7)	1:30	+	:20 PROMO			1:50
	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 (CASTROL)	+	:20 PROMO	2:20

THE VERIZON HALFTIME REPORT

HALFTIME	*A)	:30 PROMO	+	:05 EYE	+	<u>1:34</u> STN BRK	
	B)	:20 PROMO	+	:10 CBSSPORTS.COM PROMO	+	1:00 NFL ANNC'T	
	*C)	:05 EYE	+	<u>1:34</u> 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 BILLBOARDS			1:30+
	14)	1:30	+	:20 PROMO			1:50
	15)	1:00	+	:05 PROMO	+	:15 BILLBOARDS	1:05+
	16)	1:30	+	:20 PROMO			1:50

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

(ISCI: GEIC01005)

POST GUN 1A) :30 + :30 GEICO PLAY OF THE DAY + :30 + :05 EYE + :30 STN BRK 2:05

BONUS BRIDGE SHOW CX 2A) :30 (MAY AIR TIED TO END BREAK) :30

1PM END STN BRK :12 NFL CLOSE + :05 EYE + 1:34 STN BRK 1:51

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

62 UNITS (INCLUDES 1 UNIT SPECIAL H IN ½ TIME, PLUS 3 COACHES CHALLENGE UNITS) **10/3/14**