

Air Date: 10-13-14

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: SAN FRANCISCO 49ERS AT ST. LOUIS RAMS

Commercial Breakdown:

National:            00:20:00 (40 Nat'l Units (29 Nat'l In-Game Units + 3 Units via 21<sup>st</sup> Pod = 32 Nat'l Units + 8 Nat'l Pre-Kick Units)  
Local:                00:16:30 (33 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:                00:42:19

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

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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    01:30   01:30 Local

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

6    01:30   01:30 Local

7    01:10   01:00 National  
              00:10 PSA                :10 NFL CROSS-NET PROMO

END FIRST QUARTER

8    01:30   01:30 Local

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

9    01:30   01:00 National  
              00:30 Promo

10   01:30   01:30 Local

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

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

TWO MINUTE WARNING

13 01:00 01:00 National

HALFTIME SHOW - (1) BB INTO BREAK 14

14 01:00 00:30 National  
00:30 Promo

15 00:30 00:30 National

HALFTIME SHOW - (1) BB OUT OF BREAK 15

16 01:30 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 01:30 01:00 National  
00:30 Promo

20 01:30 01:30 Local

21 01:30 01:00 National  
00:30 PSA :30 NFL PROMO

END THIRD QUARTER

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

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

23 01:30 01:30 National

24 01:30 01:30 Local

25 01:40 01:00 National  
00:30 Promo  
00:10 PSA :10 NFL PROMO

26 01:30 01:30 Local

TWO MINUTE WARNING

27 01:30 01:00 National  
00:30 Promo

\*:12 NFL CLOSING TAG AIRS FROM SITE @ CONCLUSION OF BROADCAST\*

00:12 00:12 TAG