

NFL ON CBS - THURSDAY NIGHT FOOTBALL (HD) - THURSDAY, OCTOBER 16, 2014
NEW YORK JETS @ NEW ENGLAND

PRE-GAME: NFL THURSDAY NIGHT KICKOFF PRESENTED BY LOWES/VERIZON (HD) (7:30 PM -8:25 PM) (18 UNITS)
:05 EYE + :30 CBS HALLMARK

1)	2:00	+	:20	PROMO	+	:10	OBBDS	2:20+
2)	1:30	+	:30	NFL ANNC'T	+	:20	PROMO	2:20
*3)	1:45	+	:20	PROMO	+	:05	EYE	2:44+
4)	1:15	+	:05	EYE	+	1:00	NEWS WINDOW	2:20
5)	2:30							2:30

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

PRE-KICK 1A) :15 VERIZON ISO CLOSE (CBBB) + 2:00 + :12 NFL WELCOME 2:12+

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	1:40+
	5)	1:30	+	:15	PROMO	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	1:40+
(2 MIN WARNING)	11)	1:30	+	:30	NFL ENHANCEMENT (BRIDGESTONE)	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	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	1:50
	18)	1:30	+	:20	BILLBOARDS	1:30+
	19)	1:30	+	:15	PROMO	1:45
	20)	1:30	+	:10	PROMO	1:40+
(2 MIN WARNING)	21)	1:30	+	:20	PROMO	1:50
FLOATER	22)	1:30			(MAY FLOAT TO ANY QUARTER)	1:30
FLOATER	23)	:30			(MAY FLOAT TO ANY QUARTER)	:30
BACKUP :60					(:30 PROMO + :30 NFL ANNC'T) (TO AIR ONLY IF BRK 21 - 2 MIN WARNING - IS MOVED UP)	

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

THE MAZDA POST GAME SHOW

SIGN-OFF 1:00 + :30 NFL ANNC'T + :12 NFL CLOSE + :05 EYE + 2:04 STN BRK 3:51

OVERTIME POD 1) 1:30

66 NAT'L UNITS (INCLUDES 1 SPECIAL H UNIT AND 3 COACHES CHALLENGE UNITS)
3 POST GUN UNITS
2 POST GAME UNITS

10/16/14