

NFL ON CBS - THURSDAY NIGHT FOOTBALL (HD) - THURSDAY, OCTOBER 23, 2014
SAN DIEGO @ DENVER

PRE-GAME: NFL THURSDAY NIGHT KICKOFF PRESENTED BY LOWES/VERIZON (HD) (7:30 PM -8:25 PM) (20 UNITS)
:05 EYE + :30 CBS HALLMARK

1)	2:00	+	:20	PROMO	+	:10	OBBD		2:20+
2)	2:00	+	:30	NFL ANNC'T	+	:20	PROMO		2:50
*3)	2:00	+	:20	PROMO	+	:05	EYE	+	:34
								+	:20
									MBBD
4)	1:30	+	:10	PSA	+	:05	EYE	+	1:00
									NEWS WINDOW
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 (CBB) + 1:30 + :30 PROMO + :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	+	:10
							BILLBOARDS
	5)	1:30	+	:15	PROMO	+	:05
							NFL/CBS TAG
							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)	1:45	+	:05	PROMO		1:50
	10)	1:30	+	:10	PROMO	+	:10
							BILLBOARDS
(2 MIN WARNING)	11)	1:30	+	:30	NFL ENHANCEMENT (CASTROL)	+	:20
							PROMO
							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	+	:10	2014 NFL COPYRIGHT		2:20 {EXTENDED BREAK}
	13)	1:30	+	:20	BILLBOARDS					1:30+
	14)	1:45	+	:05	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	+	:05	NFL/CBS TAG		1:50
	18)	1:30	+	:20	BILLBOARDS					1:30+
	19)	1:30	+	:15	PROMO					1:45
	20)	1:30	+	:10	PROMO	+	:10	BILLBOARDS		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
FLOATER	24A)	:30	(MAY FLOAT TO ANY QUARTER)		:30
FLOATER	25A)	: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 1:30 + :12 NFL CLOSE + :05 EYE + 2:04 STN BRK 3:51

OVERTIME POD 1) 1:30

69 NAT'L UNITS (INCLUDES 1 SPECIAL H UNIT AND 3 COACHES CHALLENGE UNITS)

3 POST GUN UNITS

3 POST GAME UNITS