

Air Date: 11-10-14

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: CAROLINA PANTHERS AT PHILADELPHIA EAGLES

Commercial Breakdown:

National: 00:25:30 (51 Nat'l Units (40 Nat'l In-Game Units + 3 Units via 21st Pod = 43 Nat'l Units + 8 Nat'l Pre-Kick Units)
Local: 00:15:00 (30 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: 00:46:19

BILLBOARD BREAKDOWN

1 ST QUARTER 4	HALFTIME 2	3 RD QUARTER 4
2 ND QUARTER 4		4 TH 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

BREAK IS GUARANTEED AND MUST AIR IN ANY QUARTER

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

6 01:30 01:30 Local

7 01:45 01:30 National
 00:15 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 01:30 01:30 Local

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

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

TWO MINUTE WARNING

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

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

20 01:30 01:30 Local

21 01:40 01:30 National
00:10 PSA :10 NFL CROSS-NET 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

NFL CLOSING TAG AIRS FROM SITE @ CONCLUSION OF BROADCAST

00:12 00:12 TAG