


2014 NFL NETWORK GAME COMMERCIAL FORMAT							
Cleveland Browns vs. Cincinnati Bengals - November 6, 2014							
PRE-KICK		LENGTH	THURSDAY NIGHT KICKOFF @ 8:00 PM				
Position #1	02:45	2:30 + :15 Open BBD					
Position #2	02:45	2:30 + :15 NFLN Promo					
Position #3	03:15	2:00 + :15 NFLN Promo + 1:00 Local					
Position #4	2:42	:15 Closing BBD + 2:00 + :15 NFLN Promo + :12 Hallmark					
GAME		LENGTH		NETWORK	FLOATERS	LOCAL	
First Quarter							
Position #1	01:45	1:30 + :15 Game Opening BBD		3.0			
Position #2	1:45	1:45		3.5			
Position #3	01:40	:30 + 1:00 Local + :10 NFLN Promo		1.0		2.0	
Position #4	01:45	1:00 + :30 NFL PSA + :15 Middle BBD #1		2.0			
Position #5	01:45	1:30 + :15 NFLN Promo		3.0			
End of First Quarter							
Position #6	02:20	1:00 + :15 NFLN Promo + 1:00 Local		2.0		2.0	
Second Quarter							
Position #7	01:45	1:30 + :15 Middle BBD #2		3.0			
Position #8	01:45	:30 + 1:00 Local + :15 NFLN Promo		1.0		2.0	
Position #9	1:45	1:45		3.5			
Position #10	01:45	:30 + 1:00 Local + :15 NFLN Promo		1.0		2.0	
Position #11	02:20	2:00 + :15 NFLN Promo		4.0			
21st Pod	01:30	01:30			3.0		
End of First Half							
HALFTIME							
Sponsored Halftime Show Opening Animation							
Position #12	02:05	1:30 + :30 NFLN Promo + :05 NFLN ID		3.0			
Position #13	01:30	:30 + :30 NFL PSA + :30 NFLN Promo		1.0			
Position #14	02:05	:30 + 1:00 Local + :30 NFLN Promo + :05 NFLN ID		1.0		2.0	
Sponsored Halftime Show Closing Animation							
Third Quarter							
Position #15	01:45	1:30 + :15 Middle BBD #3		3.0			
Position #16	01:45	1:30 + :15 NFL PSA		3.0			
Position #17	01:45	:30 + 1:00 Local + :15 NFLN Promo		1.0		2.0	
Position #18	01:40	1:30 + :10 NFL Copyright		3.0			
Position #19	1:50	1:30 + :10 NFLN Promo + :10 Middle BBD #4		3.0			
End of Third Quarter							
Position #20	01:40	:30 + :10 NFLN Promo + 1:00 Local		1.0		2.0	
Fourth Quarter							
Position #21	01:45	1:30 + :15 Middle BBD #5		3.0			
Position #22	01:45	:30 + 1:00 Local + :15 NFLN Promo		1.0		2.0	
Position #23	01:45	1:30 + :15 NFL PSA		3.0			
Position #24	01:45	:30 + 1:00 Local + :15 NFLN Promo		1.0		2.0	
Position #25	02:20	2:00 + :15 Closing BBD #6		4.0			
22nd Pod	01:30	01:30			3.0		
Post Gun							
Position #26	02:00	1:00 + 1:00 Local		2.0		2.0	
Total (excluding Post Gun)				58.0	6.0	18.0	
Floater							
				58.0			
Overtime Games							
Overtime #1	01:30	01:30			3.0		
Overtime #2	01:30	01:30			3.0		



KICKOFF @ 8:26

Two Minute Warning
"21st Pod" Challenge Floater

Two Minute Warning
"22nd Pod" Challenge Floater