



2012-13 NBA ON ESPN RADIO

FORMAT A

PREGAME

Break 1	Local	4:00
Break 2	Network	4:00
Break 3	Local	4:00
Break 4	Network	4:00

FIRST QUARTER

Break 5	Local	1:30
Break 6	Network	1:30
Break 7	Network (End of 1 st Qtr)	2:00

SECOND QUARTER

Break 8	Local	1:30
Break 9	Network	1:30
Break 10	Network	1:30
Break 11	Network (End 2 nd Qtr)	2:00

HALFTIME

Break 12	Network	3:00
Break 13	Network	3:00

THIRD QUARTER

Break 14	Local	1:30
Break 15	Network	1:30
Break 16	Network (End of 3 rd Qtr)	2:00

FOURTH QUARTER

Break 17	Local	1:30
Break 18	Network	1:30
Break 19	Network	1:30
Break 20	Network (End of Game)	3:00





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POSTGAME

Break 21	Network	4:00
Break 22	Local	4:00

These breaks will run only in the 4th quarter or in the event of overtime(s):

Break F1 (Network Floater #1)	1:00
Break F2 (Network Floater #2)	1:00
Break F3 (Network Floater #3)	1:00
Break F4 (Network Floater #4)	1:00

BROADCAST NOTES

- * All Local breaks will be covered by network promos.
- * There will be a :05 music pause for station ID/image after every break.
- * Network will pause :10 near the top of the hour for station ID.
- * The **NETWORK BREAK CUE** will be the following - "With the score _____, **THIS IS** the NBA on ESPN Radio and ESPN Radio.com."
- * The **LOCAL BREAK CUE** will be the following - "**YOU'RE LISTENING** to the NBA on ESPN Radio and ESPN Radio.com."
- * Commercial breaks are dictated by TV Networks and/or game play. Network breaks within this format can be altered and/or repositioned to accommodate unique situations.
- * Broadcast approximately 4 hours, including pregame (1:00) and postgame (:30)
- * Commercial Distribution: Network (36:00) Local (18:00) Total (53:00)
- * For satellite channel location of game, refer to the satellite channel information sheet.
- * If you experience satellite transmission problems during the game, call Cumulus Technical Services at 212-456-5000, #3

