

SportsNet New York

Format: W.B. Mason Post Game Live Format (30:00 minutes)

2014

	<u>Number</u>	<u>Length</u>	<u>SNY</u>	<u>Affil</u>	<u>Promo</u>	<u>Tot Time</u>
Segment #1						
Billboards - Opening	1 BB	:10				:10
Sponsorship Spot	1	:30				:30
Break #1			1:30			1:30
Segment #2						
Break #2	1 BB	:10	2:00		:15	2:25
Segment #3						
Break #3			2:00		:15	2:15
Segment #4						
Billboards - Closing	1 BB	:10				:10
Sponsorship Spot	1	:30				:30
Break #4			:30	1:00	:30	2:00
**Break #5 - Optional			1:30			1:30
						10:50
Content						19:00
Total Length						30:00

FORMAT SUMMARY

Billboards	3	:30				:30
Sponsorship Spots	2	1:00				1:00
Commercial Inventory (Minutes)			7:30	1:00		8:30
Promo					1:00	1:00
Content						19:00
Total						30:00