



onair report

Date: 4/6/2009
Network: CBS
Program: NCAA Mens College Basketball
Episode: Michigan St Vs North Carolina
TV Rating: Not Rated
Period: 9:00:00 PM - 12:13:00 AM

Position	Product	Length	In-Time
Pod National			9:04:00 PM
National	Prelude To A Championship Pregame Show	0:05	Feature
Pod National			9:06:03 PM
National	Buffalo Wild Wings Grill & Bar	0:05	Billboard
1A	Buffalo Wild Wings Grill & Bar	0:30	Spot
1B	Lowes (general)	0:30	Spot
1C	U.S. Army	0:30	Spot
1D	Apple iPhone G3	0:30	Spot
1E	NCAA.Com	0:30	Spot
1F	CBS Without A Trace	0:10	Promo
1G	CBS The Masters	0:20	Promo
National	U.S. Army	0:05	Billboard
Pod Total	9	Pod Time	02:30
Pod Local			9:16:36 PM
Local	CBS Late Late Show With Craig Ferguson	0:05	Promo
Local	American Airlines	0:30	Spot
Pod Total	2	Pod Time	00:00

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Pod National				9:17:15 PM
National	Bud Light		0:05	Billboard
National	General Motors (general)		0:05	Billboard
National	AT&T Wireless		0:05	Billboard
National	Coca-Cola Zero		0:05	Billboard
2A	Coca-Cola Zero		0:30	Spot
2B	Dennys (general)		0:15	Spot
2C	Expedia.com		0:15	Spot
2D	New York Life Insurance Company		0:30	Spot
2E	Coca-Cola Zero		0:30	Spot
Pod Total	9	Pod Time	02:00	
Pod National				9:25:36 PM
National	1st Half		0:05	Programming Note
Pod Total	1	Pod Time	00:00	
Pod 3				9:33:42 PM
3A	General Motors (general)		1:00	Spot
3B	Coca-Cola		0:30	Spot
3C	Reeses Peanut Butter Cups		0:15	Spot
3D	Enterprise Rent-A-Car		0:15	Spot
3E	CBS Tuesday		0:30	Promo
Pod Total	5	Pod Time	02:00	

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Pod 4				9:45:19 PM
4A	Chevrolet (general)		0:30	Spot
4B	Apple iPhone G3		0:30	Spot
4C	Universal Pictures		0:30	Spot
4D	ExxonMobil Corporate		0:30	Spot
4E	Bud Light		0:30	Spot
Pod Total	5	Pod Time	02:30	

Pod 5				9:58:06 PM
5A	Glacéau Vitamin Water		0:30	Spot
5B	Dennys (general)		0:15	Spot
5C	Hersheys Bar		0:15	Spot
5D	General Motors (general)		0:30	Spot
5E	IBM (general)		0:30	Spot
5F	Warner Brothers Pictures		0:30	Spot
Pod Total	6	Pod Time	02:30	

Pod 6				10:04:00 PM
6A	Microsoft Windows Vista		1:00	Spot
6B	Applebees Neighborhood Grill & Bar		0:30	Spot
6C	Miller Lite		0:30	Spot
6D	CBS Late Show With David Letterman		0:10	Promo
6E	CBS Harpers Island		0:10	Promo
Pod Total	5	Pod Time	02:00	

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Pod 7				10:10:29 PM
7A	State Farm Insurance		0:30	Spot
7B	Capital One		0:30	Spot
7C	AT&T Wireless		0:30	Spot
7D	Lowes (general)		0:30	Spot
7E	CBS Gary Unmarried		0:10	Promo
7F	CBS CSI		0:20	Promo
Pod Total	6	Pod Time	02:00	
Pod 8				10:17:51 PM
8A	Cadillac CTS		0:30	Spot
Pod Total	1	Pod Time	00:30	
Pod National				10:22:50 PM
National	State Farm Insurance		0:05	Billboard
National	Mercedes-Benz (general)		0:05	Billboard
National	Warner Brothers Pictures		0:05	Billboard
National	Hartford, The		0:05	Billboard
9A	Burger King		0:30	Spot
9B	DirecTV		0:30	Spot
9C	Expedia.com		0:15	Spot
9D	Charles Schwab (general)		0:15	Spot
9E	Mercedes-Benz (general)		0:30	Spot
9F	CBS Network		0:10	Promo
Pod Total	10	Pod Time	02:00	

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Pod 10			
10A	Hartford, The	0:30	10:25:33 PM Spot
10B	Reeses Peanut Butter Cups	0:15	Spot
10C	Enterprise Rent-A-Car	0:15	Spot
Local	CBS Survivor Tocantins	0:10	Promo
Local	CBS Numbers	0:05	Promo
Local	Emerald Nuts	0:30	Spot
Local	Pnc Bank	0:30	Spot
Local	Infiniti (general)	0:30	Spot
Pod Total	8	Pod Time	01:00
Pod National			
National	At&t At The Half	0:05	10:28:20 PM Feature
Pod Total	1	Pod Time	00:00
Pod 11			
11A	Lowes (general)	0:30	10:30:47 PM Spot
11B	AT&T Wireless	0:30	Spot
Local	CBS Wednesday	0:20	Promo
Local	CBS Harpers Island	0:40	Promo
Pod Total	4	Pod Time	01:00

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Pod 12			
12A	Honda (general)	0:30	10:40:04 PM Spot
Local	CBS The Masters	0:05	Promo
Local	Hyundai (general)	0:30	Spot
Local	Continental Airlines	0:30	Spot
Local	BP	0:30	Spot
Pod Total	5	Pod Time	00:30
Pod National			
National	Pontiac (general)	0:05	10:42:13 PM Billboard
National	Miller Lite	0:05	Billboard
National	Lions Gate Films	0:05	Billboard
National	Lowes (general)	0:05	Billboard
Pod Total	4	Pod Time	00:00
Pod National			
National	2nd Half	0:05	10:44:38 PM Programming Note
Pod Total	1	Pod Time	00:00
Pod 13			
13A	GMC Sierra	0:30	10:52:12 PM Spot
13B	Glaxo Vitamin Water	0:30	Spot
13C	Burger King	0:15	Spot
13D	Expedia.com	0:15	Spot
13E	Activision	0:30	Spot
13F	Hersheys Bar	0:15	Spot
13G	Universal Pictures	0:15	Spot
Pod Total	7	Pod Time	02:30

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Pod 14				11:02:10 PM
14A	Mercedes-Benz R-Class		0:30	Spot
14B	Coca-Cola Zero		0:30	Spot
14C	State Farm Insurance		0:30	Spot
14D	Lowes (general)		0:30	Spot
14E	E*Trade Financial		0:15	Spot
14F	Lions Gate Films		0:15	Spot
Pod Total	6	Pod Time	02:30	
Pod 15				11:14:00 PM
15A	Miller Lite		0:30	Spot
15B	ExxonMobil Corporate		0:30	Spot
15C	TD Ameritrade		0:30	Spot
15D	Buffalo Wild Wings Grill & Bar		0:30	Spot
15E	Mercedes-Benz (general)		0:30	Spot
Pod Total	5	Pod Time	02:30	
Pod 16				11:17:47 PM
16A	Bud Light		0:30	Spot
16B	AT&T Wireless		0:30	Spot
16C	Hartford, The		0:30	Spot
16D	Lexus RX		0:15	Spot
16E	Warner Brothers Pictures		0:15	Spot
Local	CBS 2 News At 11		0:10	Promo
Pod Total	6	Pod Time	02:00	

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Pod 17				11:23:33 PM
17A	Audi (general)		0:30	Spot
Pod Total	1	Pod Time	00:30	

Pod 18				11:32:52 PM
18A	Lexus RX		0:15	Spot
18B	Dennys (general)		0:15	Spot
18C	Lowes (general)		0:30	Spot
18D	State Farm Insurance		0:30	Spot
18E	UPS (general)		0:30	Spot
18F	CBS Harpers Island		0:30	Promo
Pod Total	6	Pod Time	02:00	

Pod 19				11:40:09 PM
19A	Lowes (general)		0:30	Spot
Pod Total	1	Pod Time	00:30	

Pod 20				11:41:56 PM
20A	Mercedes-Benz (general)		0:30	Spot
Pod Total	1	Pod Time	00:30	

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Pod 21			
21A	Subway	0:30	11:49:31 PM Spot
21B	Warner Brothers Pictures	0:30	Spot
Local	CBS Without A Trace	0:05	Promo
Local	Land Rover (general)	0:30	Spot
Local	Continental Airlines	0:30	Spot
Local	T-Mobile	0:30	Spot
Local	Bank of America	0:30	Spot
Local	BobbyVans.Com	0:05	Spot
Pod Total	8	Pod Time	01:00
Pod 22			
22A	Mercedes-Benz (general)	0:30	11:54:24 PM Spot
22B	Coca-Cola Zero	0:30	Spot
22C	GEICO	0:30	Spot
22D	NCAA.Org	0:30	Spot
22E	CBS Harpers Island	0:25	Promo
Pod Total	5	Pod Time	02:00
Pod 23			
23A	Miller Lite	0:30	12:01:02 AM Spot
23B	Advair (general)	1:00	Spot
23C	CBS CSI	0:20	Promo
Pod Total	3	Pod Time	01:30

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Pod 24			12:04:22 AM
24A	Subway	0:30	Spot
24B	Expedia.com	0:15	Spot
24C	E*Trade Financial	0:15	Spot
24D	NCAA.Org	0:30	Spot
Pod Total	4	Pod Time	01:30

Pod Local			12:10:37 AM
Local	CBS Tuesday	0:10	Promo
Local	NCAA	0:30	Promo
Local	Coca-Cola	0:30	Spot
Local	CBS Late Show With David Letterman	0:05	Promo
Local	McDonalds (general)	0:15	Spot
Local	Gatorade	1:00	Spot
Local	American Airlines	0:30	Spot
Local	KFC	0:15	Spot

Total Pods: 31

Total Entries: 144 Total Length: 39:30