



**OVERVIEW**

- Home of Army and Navy Football with exclusive rights to all Army and Navy home games
- Primary rights holder for the Mountain West Conference which includes the Air Force Academy
- Unique nationwide audience devoted to the armed forces
- Pregame show before the Notre Dame-Navy game in Ireland (Sept. 1)
- Ancillary programming around the Army-Navy game on CBS (Dec. 8):
  - *Army-Navy March On* – Live from the game, the entire Corps of Cadets and Midshipmen take the field in their annual marching ritual
  - *Army-Navy Tailgate Show* – Live from the stadium, the preview show includes game analysis and special interviews with military servicemen

**2012 GAME SCHEDULE**

<b>SAT 9/15</b>	Northern Illinois at Army	<b>12:00</b>
<b>SAT 9/22</b>	VMI at Navy	<b>3:30</b>
<b>SAT 9/29</b>	Stony Brook at Army	<b>12:00</b>
	San Jose State at Navy	<b>3:30</b>
<b>SAT 10/6</b>	Boston College at Army	<b>12:00</b>
<b>SAT 10/13</b>	Kent State at Army	<b>12:00</b>
<b>SAT 10/20</b>	Indiana at Navy	<b>3:30</b>
<b>FRI 10/26</b>	Nevada at Air Force	<b>8:00</b>
<b>SAT 10/27</b>	Ball State at Army	<b>12:00</b>
<b>SAT 11/3</b>	Air Force at Army	<b>12:00</b>
	Florida Atlantic at Navy	<b>3:30</b>
<b>SAT 11/17</b>	Temple at Army	<b>12:00</b>
	Texas State at Navy	<b>3:30</b>

\*All times ET. Schedule subject to change.

# ARMED FORCES FOOTBALL



## PROMOTION TO SUPPORT ARMED FORCES FOOTBALL

### On-Air

- :10 promos and Gametrax mentions on CBS in game
- :15 promos on CBS Sports Network one week prior
- Cross-channel spots through affiliates and Westwood One Radio reads

### Online

- Tune in billboards on CBSSportsNetwork.com and email blast to CBSSportsNetwork.com database
- SAU (standard ad unit) banner ads on CBSSports.com
- Banner in “This Week On CBSSports.com” – 80k Subs
- Fixed placement graphic on CBSSports.com college football page
- Recaps, highlights and interviews made available to CBSSports.com editorial staff immediately following live telecast
- Banners on CBSSports.com College Network sites and pre-roll video in video player

### Social Media – In advance and on game day:

- Tune-in promotion and frequent Wall posts on Facebook engaging fans to weigh in
- Frequent tweets from talent covering the games

## ARMED FORCES SUPPORTER SPONSORSHIP INCLUDES

- **Scorestrip Dropdown:** receive in one quarter per game with logo and VO (Armed Forces Football is proudly presented by; :15 long)
- **Billboard:** inclusion in one Supporter Billboard pod per game
- **Feature:** one standard feature per game (not Armed Forces specific)
- **Tagged Promos:** 20 total through season

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