

Eli Lilly and Company

Cialis® (tadalafil) Broadcast Schedule for the Week of 3/2

PRIME

Week of 3/2

NETWORK	DATE	PROGRAM	TIME (EST)
ABC	Mar 4	LOST	9-11 pm
CBS	Mar 4	CSI: NY	10-11 pm

NETWORK NEWS

Week of 3/2

NETWORK	DATE	PROGRAM	TIME (EST)
CBS	Mar 7	CBS SATURDAY NEWS	6:30-7 pm
NBC	Mar 7	NBC NIGHTLY NEWS	6:30-7 pm
ABC	Mar 7	ABC WORLD NEWS TONIGHT	6:30-7 pm
CBS	Mar 8	CBS EVENING NEWS	6:30-7 pm
NBC	Mar 8	NBC NIGHTLY NEWS	6:30-7 pm
ABC	Mar 8	ABC WORLD NEWS TONIGHT	6:30-7 pm

NETWORK SPORTS

Week of 3/2

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Mar 7	PGA TOUR: HONDA CLASSIC	3-7 pm
NBC	Mar 8	PGA TOUR: HONDA CLASSIC	3-7 pm

LATE NIGHT

Week of 3/2

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Mar 2	CONAN O'BRIEN	12:30-1:30 am
NBC	Mar 2	TONIGHT SHOW	11:30 pm-12:30 am

* Eli Lilly and Company reserves the right to change the Cialis® schedule without notice.