



**VARIETY
HITS**

ROCK



Westwood One™



**VARIETY
HITS
ROCK**

Variety Hits from Westwood One makes the music the star, with long music sweeps focusing on five decades of familiar hits, fun production and imaging, numerous opportunities for local station identification, and complete spot-break flexibility. You'll have all the tools at your fingertips to create local live dayparts if you choose, and Westwood One Variety Hits is completely unbranded, allowing you the freedom to use your own unique local image.

Music on **Variety Hits Rock** will have real variety, from the library of over 900 songs, with the top 400 representing 30% of the mix. It will showcase the Rock/Pop sound of the 70's, 80's, 90's, and 2000's. Be ready to jam with your "air" guitar and drums as we roll out the memorable, recognizable, and immediately well-known rock/pop artists and songs.

Variety Hits Rock Programming Details



18+ Demo

- Male: 38%
- Female: 63%

Household Income

- <\$25k: 17%
- \$25k-\$49k: 38%
- \$50k-\$74k: 33%
- \$75k+: 13%

Target Demo

Core: Adults 35-54
Target: Adults 25-54

ERA Balance

- 40% 80's
- 30% 90's
- 20% 70's
- 10% 00's

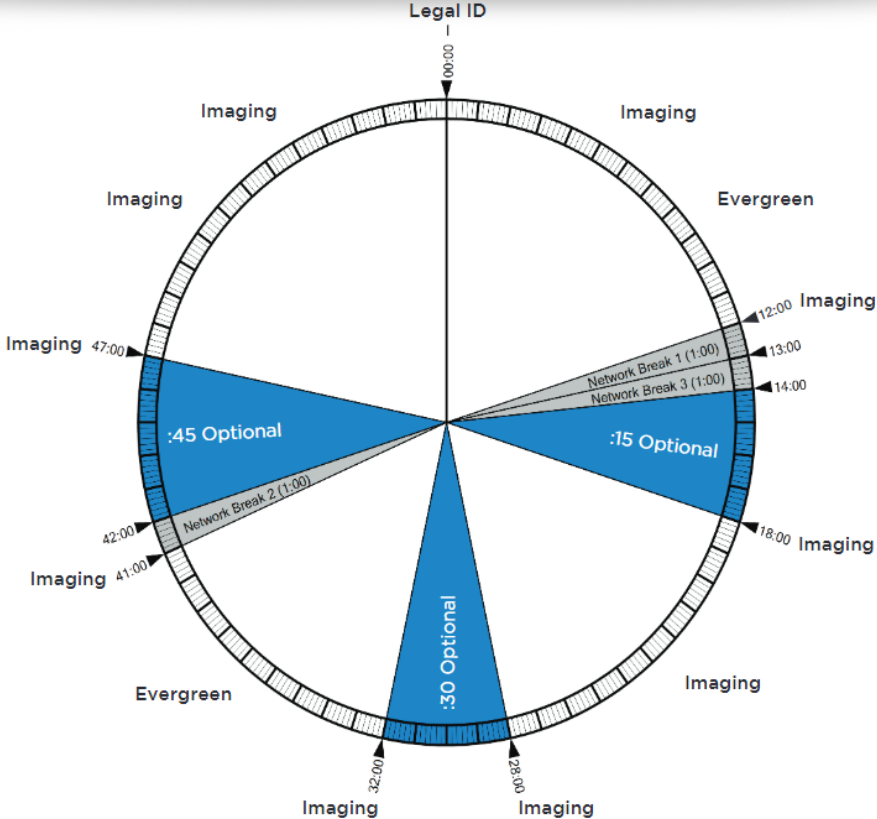
Core Artists

- Aerosmith
- Queen
- Huey Lewis
- Green Day
- Prince
- Guns N' Roses
- Fleetwood Mac
- AC/DC
- Elton John
- Nirvana
- Def Leppard
- Eagles

Sample Hour

- “Pour Some Sugar” – Def Leppard
- “Livin' On A Prayer” – Bon Jovi
- “Don't Speak” – No Doubt
- “The Power Of Love” – Huey Lewis
- “More Than A Feeling” – Boston
- “Hanging By A Moment” – Lifehouse
- “Another One Bites The Dust” – Queen
- “Dude Looks Like A Lady” – Aerosmith
- “Smooth” – Santana featuring Rob Thomas
- “You Shook Me All Night” – AC/DC
- “Dreams” – Fleetwood Mac
- “Basket Case” – Green Day
- “Broken Wings” – Mr. Mister

Variety Hits Rock Clock



THANK YOU!

For more information on Variety Hits Rock and affiliating in your market, contact:

David Felker, VP of Gold Formats,
dfelker@westwoodone.com | 972-406-6816

Neal Weiner, VP of Affiliate Sales Formats
nweiner@westwoodone.com | 206.335.5259