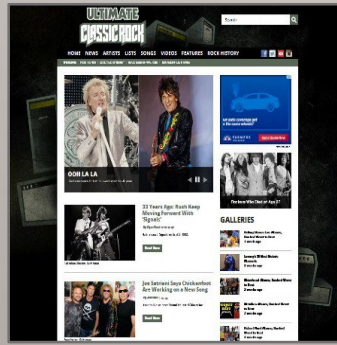


# ULTIMATE CLASSIC ROCK





# SOCIAL MEDIA



## Website Stats: 12 million page views per month

## Facebook Fans: 1.1 million



## Twitter Followers: 192,000





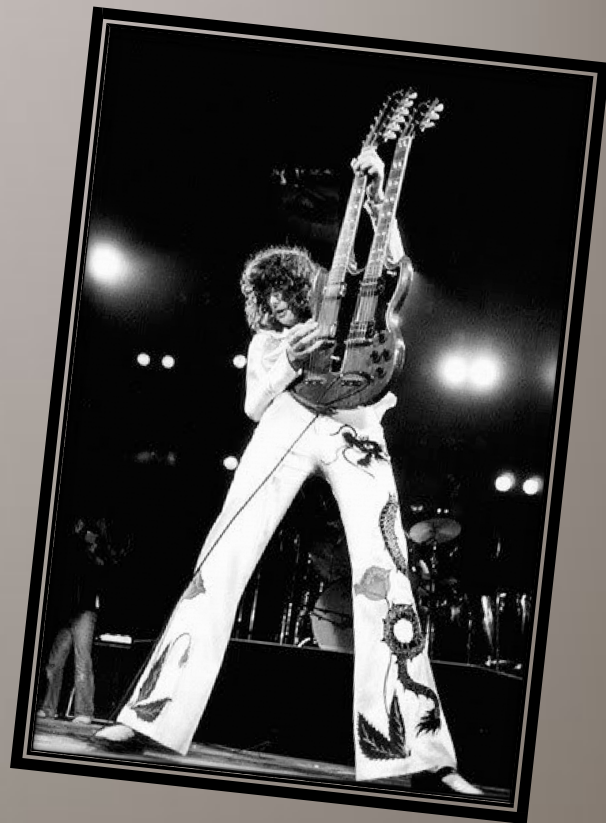
## ULTIMATE CLASSIC ROCK

is based on the popular online music brand

***Ultimate Classic Rock***

website.

The show features the best rock songs ever made, interviews with the legends of rock, performances, and trending information on classic rock artists, albums and concerts.



**Weeknights and Weekends**

**7pm – Midnight**

**5 Hours**





# JOE BENSON

Living Classic Rock from its very beginning — both on stage and on air since 1968 — music has been Joe Benson's life.

Whether playing it, talking with artists and fans about it or documenting it with his definitive **UNCLE JOE'S RECORD GUIDES**, his syndicated **OFF THE RECORD** rock star interview program and **UNCLE JOE'S GARAGE** podcasts, Benson's always been rocking!

Hailed as "An AOR Legend" in Don Barrett's definitive book, "Los Angeles Radio People," Benson is more than a popular Southern California entertainer.

He's been a family member to millions of Southland listeners over the past 37 years — their own 'Uncle Joe.'

In addition, his passion and unique involvement in motorsports — as a participant, announcer and reporter — has garnered national print and TV attention while keeping him in constant touch with his audience.

**ABOUT  
THE  
WEEKDAY  
HOST**





# MATT WARDLAW



Just like Uncle Joe's successful weeknight show, but with a little more weekend attitude! Matt plays the biggest rock hits known to Planet Earth, and latest news and content from [UCR.com](http://UCR.com).

**"80s to the Max!"** The biggest rock hits of the 80's coupled with the Oh Wow's from hair to pop to alt rock. Think Billy Idol meets Journey meets Loverboy! Wardlaw will weave in stories and interviews from his UCR archives with the heavy hitters from this power decade.

**"Backstage with UCR"** Some of the greatest live rock performances ever recorded. Classics from Cream, Zeppelin and the Stones along with Bon Jovi, Tom Petty and Guns n Roses and many more from the archives. Matt has hours of interviews that he'll work in to segments to give the listeners a true backstage, all access concert experience!

**ABOUT  
THE  
WEEKEND  
HOST**





WHAT  
OTHERS  
SAY...

“UCR presents the music and artists with the knowledge and passion that's in line with the way we live it here every day. It's what's made WPDH the authority and home of rock and roll for 40 years and counting!”

— Joe Limardi

Operations Manager/Brand Manager  
WPDH/Poughkeepsie





**“The show is what it says, Ultimate: The best music ever made, the UCR team LIVES and LOVES Classic Rock...You can hear that come through the speakers every hour.”**

**— Kurt Johnson**  
SVP/Programming  
TOWNSQUARE MEDIA

**WHAT  
OTHERS  
SAY...**





# ULTIMATE CLASSIC ROCK



## ABOUT

## AFFILIATES

Heard on these stations and more...

Bangor, ME [WWMJ](#)

Billings, MT [KMHK](#)

Binghamton, NY [WAAL](#)

Bismarck, ND [KBYZ](#)

Danbury, CT [WRKI](#)

Dubuque, IA [KXGE](#)

Faribault/Owatonna,

MN [KQCL](#)

Flint, MI [WQUS](#)

Ft. Collins, CO [KARS](#)

Kalamazoo, MI [WRKR](#)

Lansing, MI [WMMQ](#)

Lufkin, TX [KTBQ](#)

Monmouth Ocean,

NJ [WCHR](#)

Portland, ME [WBLM](#)

Poughkeepsie, NY [WPDH](#)

Presque Isle, PA [WOZI](#)

Quad Cities, IL [WXLP](#)

Rockford, IL [WKGL](#)

Sioux Falls, SD [KYBB](#)

St. Cloud, MN [KLZZ](#)

Texarkana, TX [KYGL](#)

Twin Falls, ID [KSNQ](#)

Tyler, TX [KKTG](#)

Victoria, TX [KLUB](#)

Waterloo, IA [KCRR](#)







# ULTIMATE CLASSIC ROCK

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