

# ULTIMATE CLASSIC ROCK

HOSTED BY  
**JOE BENSON & MATT WARDLAW**

# OVERVIEW

"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/BM  
WPDH/Poughkeepsie

## ULTIMATE CLASSIC ROCK

Hosted by

**Joe Benson** and **Matt Wardlaw**

Based on the popular online music brand **UltimateClassicRock.com**, The show features the best rock songs ever made, interviews with the legends of rock, performances, listener event giveaways, trending news on classic rock artists, albums, concerts, and more...

**Airing Weeknights and  
Weekends 7p - Midnight  
5 Hours**





# ULTIMATE CLASSIC ROCK

## SEGMENTS/ BENCHMARKS

8p

### THE STORY @ 8

Uncle Joe's Artist Interview

9p

### 9 @ 9

Nine Songs with a Common Theme or Year

10p

### ULTIMATE LED ZEPPELIN @ 10

Kick-off the hour with a Block of Deep Cuts and Hits from Zep

11p

### ROCK-A-VERSARY @ 11

A Look Back on This Day in Rock History



## CONTESTS

# ULTIMATE CLASSIC ROCK

## Maximum Metallica M72 Experience

Giveaway (8-23) A trip for two—flight, lodging + \$500 in spending cash – to see Metallica at SoFi Stadium in Los Angeles as part of their massive worldwide M72 tour.

## End of the Road with KISS

Giveaway (12-2) As KISS say goodbye...A trip for two to New York City to see their farewell show at Madison Square Garden. Just like Metallica, it's not just tickets to the show, but also airfare, hotel and spending cash.

*Congrats to Alan from  
New Jersey for Winning!*







Not only does Uncle Joe have an unrivaled wealth of rock knowledge, but he brings in the biggest stars to the show to share *their* knowledge and stories, too.

**Alice Cooper** talks to Uncle Joe about what it was like being on Sesame Street.

**Billy Gibbons** shares the incredible story of meeting Jimi Hendrix.

The late, legendary **Neil Peart** talks about writing songs for Rush, and explains where "Tom Sawyer" came from.

**Ultimate Classic Rock Nights** also benefits by having access to the biggest Classic Rock source in the world, **UltimateClassicRock.com**. Not only do we have access to it, but one of the longest-running writers for the site, and host of **UCR Weekend**, Matt Wardlaw, regularly joins Uncle Joe to share updates and breaking news from the rock and pop culture worlds.



ALICE COOPER



BILLY GIBBONS



NEIL PEART



## ABOUT THE HOST



### "Uncle" 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 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!

# ULTIMATE CLASSIC ROCK

## RATINGS SUCCESS & SAMPLE LIST OF STATIONS



Rank	Market	Station
#1	Sioux Falls SD	KYBB-FM
#1	Rockford IL	WKGL-FM
#1	Lima OH	WBUK-FM
#1	Cheyenne WY	KIGN-FM
#2	Little Rock AR	KKPT-FM
#2	Johnstown PA	WBUS-FM
#2	Lafayette LA	KFTE-FM
#2	Bangor ME	WWMJ-FM
#2	Missoula MT	KZOQ-FM
#2	Quincy IL	KRRY-FM
#2	Elmira NY	WZHD-F3
#3	Grand Rapids MI	WRKR-FM
#3	Portland ME	WBLM-FM
#3	Cedar Rapids IA	KRNA-FM

Source: Nielsen Nationwide, AQH, Fall '22, M 25-54 Ultimate Classic Rock (Rank)





# SOCIALS

"The show is what it says, UCR: 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



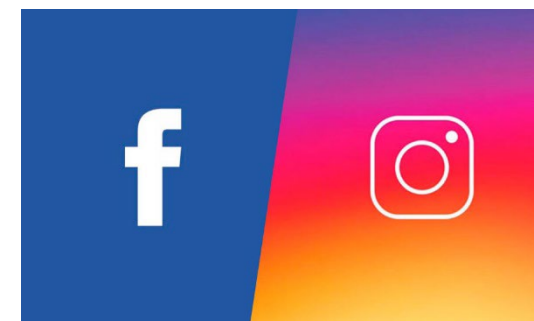
Digital  
30m PVs a month



Twitter "X"  
338k



Facebook/Instagram  
1.1 million/37k

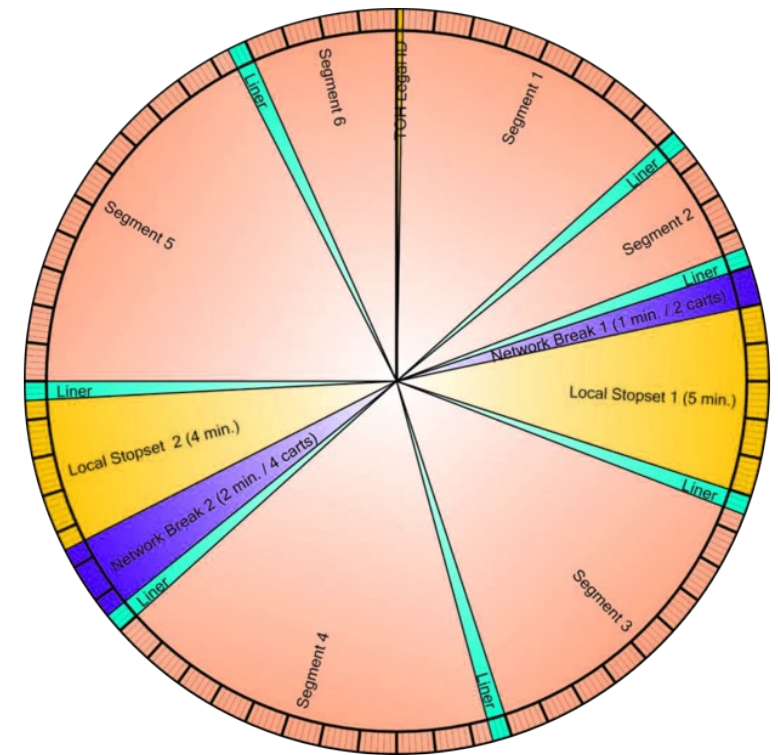


ULTIMATE CLASSIC ROCK



# DELIVERY

- » **Hours:**  
Weeknights 7p - Midnight  
Weekends 7p - Midnight  
(Flexible Dayparts)
- » **Delivery:** Mr. Master,  
Cloud-based direct inject
- » **Heard on over 80 stations nationwide**
- » **Network Inventory:**  
3 min/per hour Weekdays  
5 min/per hour Weekends
- » **Local Breaks:**  
2 Breaks/hour  
9 Local min/per hour







## AFFILIATE INFO



# EXPLORING THE PAST, PRESENT, AND FUTURE OF ROCK'S BIGGEST LEGENDS

Weekdays & Weekends // 5 Hour Show

Music + Stories + News + Interviews + Lists +  
Giveaways = THE BEST OF CLASSIC ROCK!

Join forces to deliver  
**ULTIMATE CLASSIC ROCK**  
to your listeners.



Affiliate Today! 310-242-8746

Call Doug Ingold at Compass Media Networks to learn more...



ULTIMATE CLASSIC ROCK