



Adult
STANDARDS

 Westwood One™



Adult STANDARDS

ADULT STANDARDS attracts an active, loyal audience that controls 89% of the nation's wealth. Showcasing four decades of the greatest hits of all time with a special blend of the best Pop, Soft AC, R&B, and Easy Listening. Adult Standards is music intensive, featuring rich and diverse imaging, versus traditional announcers.

It's feel-good music!

Adult Standards Programming Details

Adult STANDARDS

18+ Demo

- Male: 51%
- Female: 49%

Target Demo

- Core: Women 30-45
- Target: Adults 25-54

Household Income

- <\$25k: 22%
- \$25k-\$49k: 24%
- \$50k-\$74k: 32%
- \$75k+: 22%

ERA Balance

- 30% 60's
- 45% 70's
- 25% 80's-Current

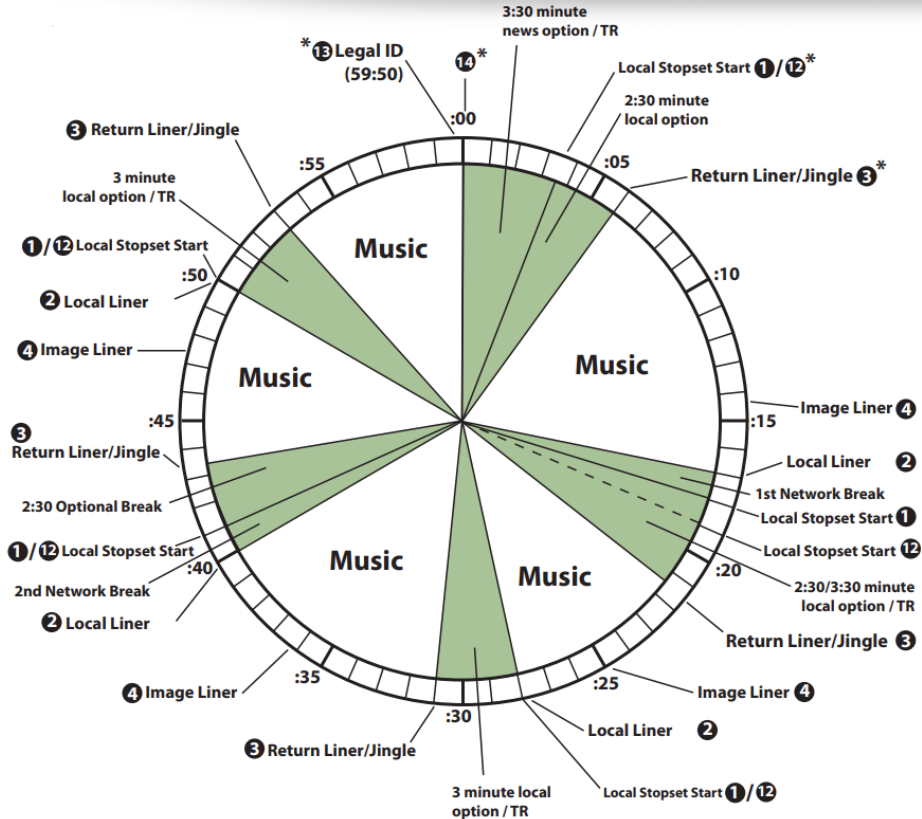
Core Artists

- The Beatles
- Barbra Streisand
- Barry Manilow
- Neil Diamond
- Lionel Richie
- Michael Bublé
- Kenny Rogers
- The Carpenters
- Frank Sinatra
- Celine Dion
- Billy Joel
- Whitney Houston

Sample Hour

- “Just The Way You Are” – Billy Joel
- “Top Of The World” - The Carpenters
- “Penny Lover” – Lionel Richie
- “Cherish” – The Association
- “Looks Like We Made It” – Barry Manilow
- “Touch Me In The Morning” – Diana Ross
- “Lady” – Kenny Rogers
- “New York, New York” – Frank Sinatra
- “Can’t Take My Eyes Of You” – Frankie Valli
- “Save The Best For Last” – Venessa Williams
- “Unchained Melody” – The Righteous Brothers
- “Best Of My Love” – The Eagles

Adult Standards TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:03)	2
Return Liner / Jingle (:08)	3
Image Liner – tags network sweeper (:07)	4
First Network Minute	6
Second Network Minute	7
3 Minute Affiliate Stopset Start	12
Legal ID (:10) – fires at exactly 59:00	13*
Top of the hour sync, fires at exactly 00:00	14*

THANK YOU!

For more information on Adult Standards 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