

"The Best Songs Today...From Yesterday's Top Artists"

A new radio syndication program that features Classic Artists from Rock, Pop, and Soul. Many of these Artists were among your favorites and were a part of your record, cassette or 8-track music collection. We'll feature new material by these musicians who filled the Concert Halls, Arenas and Stadiums of yesteryear. On our adventure, we'll also take you back so you can relive the songs that made them the top artists in the world. Each week Classic Artists Today© also informs listeners on Classic Artists who are currently on the "charts."

The time has come for change! The Baby Boomers are one of the most powerful consumer groups today. The "full speed ahead" and "pedal to the metal" world has totally consumed their lives for the past 20+ years. Classic Rock radio fills a niche in their lives...but they are ready for something new! Something that is new- yet has strong ties to their past carefree days. This 1-hour syndicated weekly music show will draw the demographics that have the **buying power!** Classic Artists Today© attracts the advertisers and listeners you are looking to reach!!

Stations that play the following radio formats should consider playing the C.A.T.© :

- Classic Rock/Classic Hits
- Adult Album Alternative
- Adult Contemporary
- Album Oriented Rock
- Variety Hits
- Rock Adult Contemporary
- Oldies

Artists played on The C.A.T.© include:

- The Who
- David Gilmour (Pink Floyd)
- Allman Brothers Band
- Hall & Oates
- Doobie Brothers
- Tina Turner
- John Fogerty (Creedence Clearwater Revival)
- Joan Jett
- Dozens more!!!

Artists recently interviewed on The C.A.T.© include:

- Beeb Birtles (Little River Band)
- Eddie Money
- Jock Bartley (Firefall)
- Paul Cotton (Poco)
- Larry & Lance Hoppen (Orleans)
- Edgar Winter



www.classicartiststoday.com

www.myspace.com/classicartiststoday

www.myspace.com/classicartiststodayinterview

The Specialty Music Show that Listeners Look Forward to...Week after Week

Classic Artists Today©, is a 1-hour weekly syndicated radio show that features “new” songs by “classic” Rock/Pop/Soul bands and performers. This is a niche that is not addressed in the numerous radio formats that exist today. However, our Affiliate radio stations include a cross section of these formats: Classic Hits, Classic Rock, Variety Hits, Adult Album Alternative, Adult Contemporary, Oldies and other format sectors. Listeners will be asking themselves weekly, “I wondered where they went?” The program is carried by both “over-the-air” and Internet radio stations.

Classic Artists Today© – “The Best Songs Today...From Yesterday’s Top Artists,” is packed with unique features throughout the program that helps to insure that your listeners stay throughout the show!

- Current songs from the Top Rock/Pop/Soul bands and performers
- Current songs from bands and performers that you haven’t heard from in decades
- “Flashback” songs from these Artists that are found on “best of/greatest hits” collections that typically are overlooked on playlists today
- Current interviews with the bands and performers talking about their latest music and what’s new in their world today
- The “new” songs by “Classic” artists that are on the latest music charts
- Award Winning, “One To Remember” segments that takes a look back – through words and music – of the career of a rock/pop/soul performer who recently passed away

The CAT© also has “special shows” throughout the year that is centered around themes and special occasions like: Grammy© “classic” artists nominees, duets & collaborations, “cover” tunes, British Invasion, Best new “classic” CD’s of the year, Southern/Country Rock and many more!

Our weekly Blog at www.myspace.com/classicartiststoday informs you about the line-up and features for that weeks’ show.



Classic Artists Today© is More Than Just Another Syndicated Radio Show... it is an interactive experience!

The CAT© is not only an innovative, quality radio listening experience, we can take listeners on a trip to learn just about anything they want to about the bands and performers we play on the show. We promote our Affiliates, Sponsors and Artists utilizing numerous medium and resources:

Our web site, www.classicartiststoday.com opens up a whole world of information and experiences dealing with the bands and performers we play including:

- Top "10" New Songs of the month by "Classic" artists
- Featured Artist of the Month
- Program schedule for the month
- Affiliate Radio Station's and their hot links
- Affiliate "Time & Tune-in" schedule
- Sponsor areas and hot-links to their sites
- Concert and backstage photos of the bands and performers
- Access to the past two-weeks shows available on-demand
- Rock/Pop/Soul music news
- Joint cross-promotional opportunities
- Later in 2008 – video capability
- "Hits" of nearly 16,000 per month
- Recent "interview" with a classic artist

Classic Artists Today's MySpace page is one of the fastest growing on the Net! We have over 2,000 friends at www.myspace.com/classicartiststoday

- Affiliate "Time and Tune-in" information
- Weekly "Blog" giving you the line-up for each week's show
- Direct access to your favorite "Classic" artist MySpace sites
- Direct access to our Affiliate station MySpace pages
- Direct access to our Sponsors MySpace pages
- Concert and backstage photos of bands and performers
- Sponsor information and hot-links
- Cool comments from our Friends and Musicians
- Coming soon – videos from your favorite "classic" artists

Classic Artists Today's "Interview" MySpace page gives you direct access to 6 recent interviews featured on Classic Artists Today© at www.myspace.com/classicartiststodayinterview

- Affiliate "Time and Tune-in" information
- **Direct access to Artists, Affiliates & Sponsors MySpace pages**
- **Much more to come!**



Did you know this about “over-the-air” (terrestrial) radio?

- There are now 5.6 radios per American family. Of these, 342 million operate in homes and 128.7 million in autos.
- The average adult listening time is 2 hours and 50 minutes a day.
- During the average week, 95.4% of all Americans 12 years of age and older listen to the radio. On the average day, practically four out of five adults listen to the radio.
- Over 80% of all adults are reached weekly by radio in their cars.
- Radio reaches both the NOW buyer, the 2% to 10% of the population that is probably in the market TODAY for what you sell, PLUS radio reaches the FUTURE PROSPECTS, THE 90% TO 98% of the people who are not in the market today but may be tomorrow.
- Radio is affordable seven days a week. Potential clients decide to buy your product or service seven days a week. Radio provides the opportunity to reach potential customers close to the time they make their buying decisions.

Who's Listening To Internet Radio?

- 68% say they tuned in five or more days each week
- 62% of female listeners are between the ages of 25-49
- 57% of male listeners are between the ages of 25-55
- 50% of respondents have listened for over a year

Internet Radio Listeners Are:

- Estimated at 33 million Americans and growing quickly
- Account for 42% of online spending
- Are a very refined and targeted market
- Are always a click away from your site
- Use broadband 42% more than the average American, making them a rich media advertising target

Internet Radio Listeners are a Favorable Demographic:

- Annual income of \$50,000 or more
- Educated and tech-savvy: 58% hold a college or post-graduate degree
- Comfortable spending online
- 47% work in professional, management, medical or technology positions

Internet Radio Listeners are a Dedicated and Loyal Audience:

- 82% use broadband
- 41% listen for 3 hour+ each listening session
- 82% claim their online station satisfies expectations by 80% or more
- Programming reaches a large at-work audience
- Live listening is highest during work hours, when terrestrial radio listening is reduced



"Advertisers who run their internet broadcast commercial schedule for at least one month can almost double the reach of their campaign." - Pierre Bouvards, President, Arbitron New Ventures

An Arbitron Report Found:

- Over 50% of internet users access streaming media
- American listeners have nearly quadrupled in three years
- Americans spend less time with TV and print due to time spent on the internet
- 56% rate internet radio as being "new and fresh"

Classic Artists Today©...Targeted Market

The age and gender of our listeners typically fall within these boundaries:

- Age range: 25 to 59
- Gender breakdown: Male 60%, Female 40%

Radio Formats our Listeners tune-in:

- Classic Hits/Rock
- Adult Album Alternative
- Adult Contemporary
- Variety Hits
- Oldies

Coverage areas:

Our syndicated radio program is carried by both "over-the-air" (terrestrial) radio stations and by Internet radio stations. Our terrestrial radio stations also simulcast over the Internet. So, in effect, we are in local markets along with the international marketplace. Classic Artists Today© is aired 7-days a week at various times during each day. For a current schedule, please visit us at www.classicartiststoday.com and www.myspace.com/classicartiststoday

Rates and Placement opportunities:

We are a dynamic company that is growing at a rapid pace. Sponsorship/Advertising opportunities are customized to meet the demands of your company. Prices start at just a couple of hundred dollars per month, up to several thousand. Please contact Ray White at rk@classicartiststoday.com, 757.375.3468.



Here's what Radio Stations and Artists are saying about Classic Artists Today©:

John McClung, Program Director at WRRW-FM 100.9 –

"CLASSIC ARTISTS TODAY© is a specialty show that grabs the Listeners' attention. They hang on each upcoming song anticipating whether it will be one of their favorite artists coming on next. Professional, quality show presented in a manner that focuses on the music and recaptures the magic between the Artists and their Fans that existed at the height of the performers popularity."

Scott Clark, Program Director at KEIF-FM 104.7 –

"CLASSIC ARTISTS TODAY© has been a tremendous HIT on 104.7FM The Rocket. With Classic music reaching it's golden age, we forget that the artists we grew up with are still producing music that is new classics, and CLASSIC ARTISTS TODAY© is out there talking and interviewing those artists, and introducing our listeners to new music from great artists like Gary Wright, R.E.M.'s "Supernatural Superserious", Spooky Tooth, The Eagles, and many others. The CAT© is a great addition to any classic rock station. Well produced and delivered in a timely and quality fashion, easily downloaded from their FTP site. CLASSIC ARTISTS TODAY© is one great show that should be on any station with demographics from 18 to 55."

Michael Arvizu, Program Director at KHPZ Radio Network -

"CLASSIC ARTISTS TODAY© truly keeps the music alive by featuring our favorite classic artists' new material. The CAT© introduces our favorite classic artists to a new generation. CLASSIC ARTISTS TODAY© is your answer to 'Whatever happened to ...?'"

Eddie Money –

"I am very familiar with your show-congratulations on your success! I know you guys have been very successful with the show and it's a real privilege to be on it."

Larry Burnett (Firefall) –

"It's delightful...you're heading in the right direction. There's a market for it (Classic Artists Today©), and it doesn't just involve a bunch of 50 year olds."

Robbie Dupree –

"Classic Artists Today© is the kind of show that illuminates the artistry that people like myself have been trying to maintain for years and years, keeping the quality up and being there for the audience to find us."

Lance and Larry Hoppen (Orleans) –

"You're our hero!"

Edgar Winter –

"I think it's great what you guys are doing! I've always thought of music in terms of freedom... I think it's great that you're playing the new music of Classic Rock Artists because that's one of the things that there's little opportunity in the radio world for people to hear. We really appreciate it!"

Looking for a quality, weekly 1-hour
Specialty Music program to add to your schedule?

Contact us:

Ray White at rk@classicartiststoday.com

757.375.3468

or

Adrian White at awhite@classicartiststoday.com

