gold

THE GREATEST HITS of 50s • 60s • 70s

Timeless Oldies. Feel-Good Favorites.
A 24/7 Radio Format Built for *Real Music Lovers.*

THE GOLD FORMAT

Gold is a 24/7 oldies format playing the best hits of the **50s, 60s, and 70s.** It's a real Good Time Oldies station that people of all ages love! *Perfect for* **Baby Boomers 45+** and their families.

DECADE BREAKDOWN



50s 40%
60s 35%

DEMO BREAKDOWN
Male Female

FULLY PRODUCED 24/7 FORMAT

- Market Exclusive Availability
- Massive Library of Timeless Hits
- Easy Plug & Play Automation or Full "Station in a Box"
- Live 24/7 Affiliate Support

WHY IT WORKS

- Nostalgic, Feel-Good Hits That Everyone Loves
- Mass Appeal with Adults 45 and Older
- Beloved Oldies with **50s, 60s & 70s** Hits
- No Direct Format Competition in Most Markets
- Perfect for Lifestyle & Local Advertisers
- Works on FM, AM, HD or Streaming Stations

BONUS SHOWS INCLUDED!

- **THE SOUL VAULT**
  Two-hour show with 60s – 60s-80s
- **STORY UNTOLD**
  Three-four doo-wops with requests and dedications
- **YACHT ROCK RADIO**
  Two-hour show with soft rock and AC classics from the 70s & 80s..

PLUS: Seasonal Weekend Specials!

SEABOARD NETWORKS



- ✓ NOW AVAILABLE
- ✓ ALL PLATFORMS
- ✓ MARKET EXCLUSIVE

