

Give Your Listeners  
A Real  
Blast From The Past!

Unique  
Programming  
That Targets  
Boomers  
100% Barter/No Cash!

The  
Doo-Wop  
Express®

Now in our eighth year!



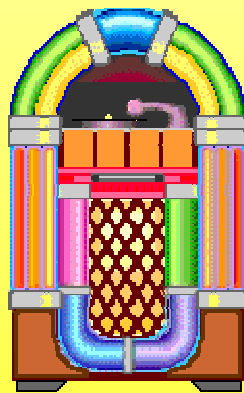
**DooWop Express** The Unique Program that Targets  
**“Boomers!”**  
100% barter with 10 minutes of local avails per hour

**What were kids listening to in the late '50s and early '60s when great Rock and Roll stations had 30, 40, and even 50 shares?**



**The Platters, The Flamingos, The Dell-Vikings, The Diamonds, Dion and The Belmonts, The Drifters, The Coasters, The Shirelles, The Ronettes, Frankie Lymon/Teenagers!**

**Those “kids” are now in their 60s and they have a lot of money!**



**Doo Wop Express**

**The Unique Program that Targets “Boomers!”**

**100% barter with 10 minutes of local avails per hour**

# Here's the Deal!

The program is available **Free** to commercial and Internet radio stations on a 100% barter basis (No Cash) and is available by weekly download from our servers.

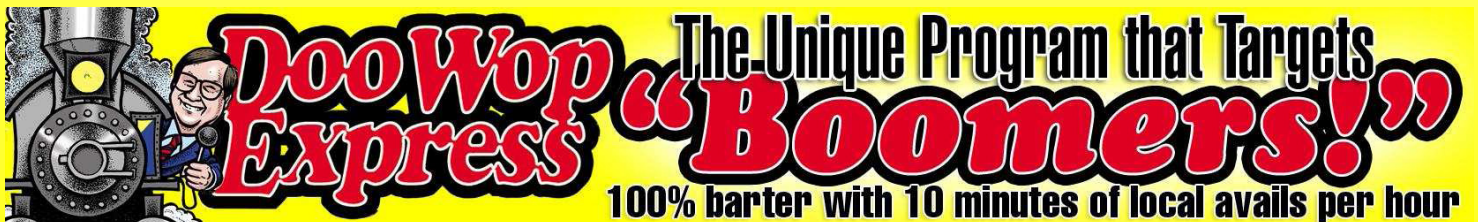
**The Doo-Wop Express is available with up to five hours of programming each week.**

**You can play one hour or all five!** These hours can be blocked, put in daily strips or a combination of both! The programs can be aired anytime.

There is no limit to the number of repeats each week. Stations airing the program have **10:30 per hour** for local sales and station identification. We retain four minutes per hour.

The program is produced in a totally digital studio using Adobe Audition 3.0. When our show hits your airwaves, the quality is the same as if you were playing the original CDs.

The program host, Ron Norwood, will be more than happy to provide promos, IDs and commercial messages **at no charge**. E-mail us your copy and we can e-mail the finished product back as an MP3 file.





# Doo-Wop Express Format

(c) 2003-2010 Norwood Media LLC  
Independence, OR 97301  
503-269-7303

E-Mail: [Ron@thedoowopexpress.com](mailto:Ron@thedoowopexpress.com)  
[www.thedoowopexpress.com](http://www.thedoowopexpress.com)

Start	End	Segment and Outcue	Approx Length
00:00	13:00	Segment #1 (National Spot 60) Outcue: "Right After This"	13:00
13:00	16:10	Local Break and Ten Second ID	03:10
16:10	30:00	Segment #2 (National Spot 60) Outcue: "Right After This"	14:00
30:00	33:10	Local Break and Ten Second ID	03:10
33:10	48:00	Segment #3 (National Spot 60) Outcue: "Right After This"	15:00
48:00	52:10	Local Break and Ten Second ID	04:10
52:10	60:00	Segment #4 (National Spot 60) Hour Close	08:00

**Special Note:** Local breaks may be expanded or contracted to accomodate news or spot loads. Segment times are approximate, however each hour contains a total of 49:30 of programming plus or minus 15 seconds.



**Doo Wop  
Express**

The Unique Program that Targets  
**"Boomers!"**

100% barter with 10 minutes of local avails per hour

# GET ON BOARD “THE DOO-WOP EXPRESS”



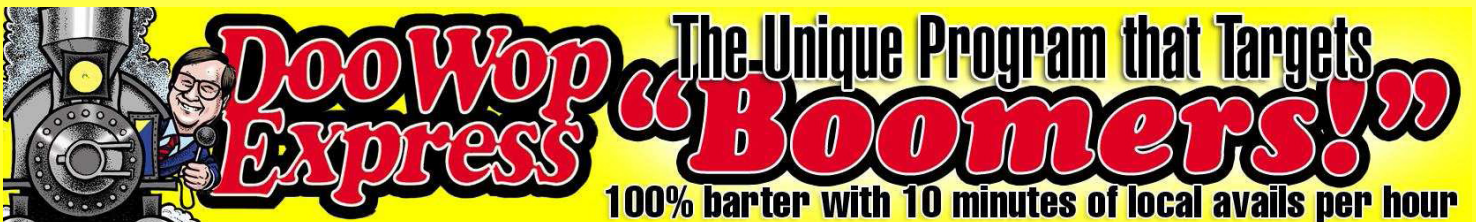
“The Doo-Wop Express” is a nationally syndicated weekly radio show with the best of Pop, Bop and Doo-Wop music from the '50s and '60s.

The presentation is similar to radio in the late '50s, including actual jingles from that era.

Our target audience is total persons 45+. This group includes people born between 1940 and 1955.

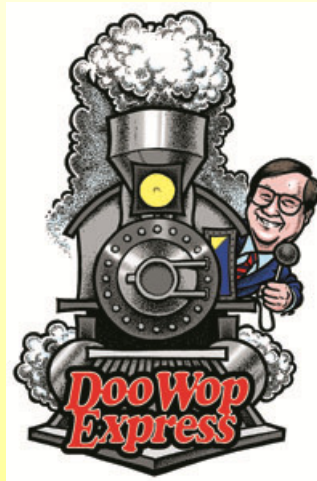
This demographic comprises 18.2% of total persons 12+. The average income for our target demographic is \$58,217, compared to all households at \$42,151. Almost 70% of the 45+ demographic say they plan to work well into their traditional retirement years, continuing to have the highest median income of any age group. Our target demographic:

- ◆ Owns 77% of all financial assets in America;
- ◆ Owns 80% of all the money in U.S. Savings and Loan Institutions;
- ◆ Purchases 43% of all new domestic cars and 48% of all luxury cars;
- ◆ Spends more money on travel and recreation than any other age group;
- ◆ Purchases 80% of all luxury travel;
- ◆ Spends more in drugstores and purchase 37% of all over-the-counter medicinal products;
- ◆ Spends more per capita in the grocery store than any other age group;
- ◆ Dines out an average of three times a week;
- ◆ Purchases 25% of all alcoholic beverages;
- ◆ Gambles more than any other age group;



**May we have the order?**

**Reserve the  
“Doo-Wop Express®”**



**for your station(s) Now!**

**Call or Email us for details and more information!**

**Office 503-269-7303**

**[Email Ron@thedooexpress.com](mailto:Ron@thedooexpress.com)**

**[Website www.dooexpress.com](http://www.dooexpress.com)**

**The Doo-Wop Express is produced by  
Norwood Media LLC, Independence, Oregon, USA**

