



# The Coast

## 90s Rock & More

The Coast delivers the biggest **Classic Alternative** and 90s rock hits that defined a generation. Built around the **explosive alternative era of the 1990s and early 2000s**, the format blends **grunge, modern rock, and alternative gold** into a powerful, **familiar**, and highly brandable station sound.

### Affiliate Benefits

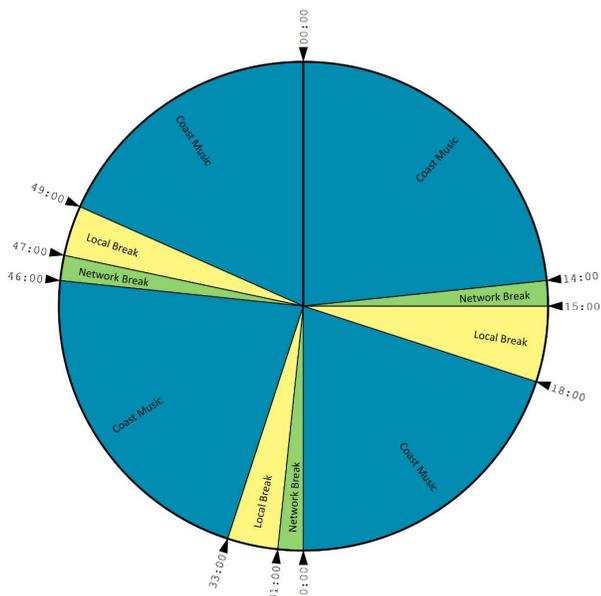
- Turnkey 24/7 Classic Alternative format
- Designed for automation or local personality shows
- Built for strong branding and lifestyle marketing
- Works well on FM translators, HD channels, and streaming
- Attractive to lifestyle, tech, automotive, and entertainment advertisers

### Why The Coast Works

- Highly familiar music with strong research appeal
- Massive nostalgia appeal for adults 35-54
- Rock format with modern energy and attitude
- Works well in markets lacking Alternative or Active Rock
- Perfect bridge between Classic Rock and Modern Rock formats
- Perfect for FM, AM with translator, or HD stations

### Core Artists

- Nirvana
- Soundgarden
- Weezer
- Beck
- Foo Fighters
- Pearl Jam
- Green Day
- Alice In Chains
- Nine Inch Nails
- Oasis
- Smashing Pumpkins



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