

**4 DIFFERENT FORMATS - 7 FREQUENCIES**  
**EDM | HOT AC | ROCK | COUNTRY**

**VIBE 99.7**  
www.vibefm.vegas

**THE HIGHWAY**  
**VIBE**  
98.1 | 98.9

**KNAC.FM** PURE  
ROCK  
96.9 94.9 99.7 HD3



**HIGHWAY  
COUNTRY**  
107.3 101.5

**HIGHWAY RADIO**  
CALIFORNIA - NEVADA - ARIZONA

[HIGHWAYRADIO.COM](http://HIGHWAYRADIO.COM)



## OVERVIEW

VIBE 99.7 FM DELIVERS A CAPTIVE AUDIENCE OF MILLENNIAL AND GEN Z, LAS VEGAS RESIDENTS AND VISITORS WITH ITS EXCLUSIVE 24X7 ELECTRONIC DANCE MUSIC FORMAT. YET APPEALS TO A MUCH BROADER P25-54 AUDIENCE THAT CROSSES ALL SOCIOECONOMIC, AGE, GENDER, SEXUAL ORIENTATIONS, ETHNIC AND CULTURAL BOUNDARIES. HIGHLY COMPATIBLE WITH CANNABIS, TRAVEL, NIGHTLIFE AND LIFESTYLE BRANDS.

## COVERAGE

VIBE 99.7 FM HAS THE LARGEST SIGNAL FOOTPRINT OF ANY LAS VEGAS RADIO STATION WITH UNDUPPLICATED REACH FROM VEGAS ALL THE WAY DOWN THE 15 CORRIDOR INTO BARSTOW AND BEYOND, REACHING OVER 40,000 LISTENERS DAILY!

PLUS OUR STREAMING IS AT 18.5K AND GROWING DAILY ON THE TUNE IN APP AS WELL AS ON VIBEFM.VEGAS.

## DEMOGRAPHICS

AGE RANGE 25-54  
DEDICATED LOCALS AND VISITORS

80% 21 & OLDER  
52% HISPANIC LISTENERS

STREAM US ON VIBEFM.VEGAS





## OVERVIEW

- Hell was full, so we came back. On a day known for the return of spirits, the most legendary demon of rock radio is returning to the FM dial. Plugging in at midnight on Halloween, Friday, October 31st, 2025, the iconic KNAC call letters have been resurrected, replacing Highway Rock, and launching a new era of Pure Rock for a new generation of rock and metal fans.

## COVERAGE

I-15 Victorville to Nevada State Line

I-40 Victorville to Ludlow

Local residents of this vast SoCal area.

AGE: 35-64

Frequent Las Vegas visitor,  
Live Music Fan

## DEMOGRAPHICS

AGE: 35-64

FREQUENT LAS VEGAS VISITOR,

LIVE MUSIC FAN

60% MALE - 40% FEMALE

STREAM IT ON [KNACFM.COM](http://KNACFM.COM)





## OVERVIEW

FOR 47 YEARS Highway Radio has been broadcasting The Highway Vibe reaching the largest single market of tourists heading to Southern Nevada. With our combined frequencies 98.1 FM & 98.9 FM, we reach approximately 50 million travelers annually and over 1 million residents of the Tri-State area

## COVERAGE

40,000 sq. miles of SoCal & Southern Nevada  
1,000 miles of the I-15, I-40, I-95 I-93  
and other feeder routes reaching 40,000 listeners daily.

## DEMOGRAPHICS

AGE: 25 – 54  
AVERAGE HOUSEHOLD INCOME = \$75K +

STREAM IT ON [HIGHWAYRADIO.COM](http://HIGHWAYRADIO.COM)





**HIGHWAY  
COUNTRY**  
107.3      101.5™

## OVERVIEW

FROM THE ROMANTIC OR MELANCHOLY BALLADS, TO TODAY'S UPBEAT HITS, HIGHWAY COUNTRY PROVIDES THE PERFECT SOUNDTRACK WHEN DRIVING DOWN THE HIGHWAY. WITH FEATURETTES THROUGHOUT THE DAY THAT KEEP YOU INFORMED WITH NEWS WEATHER AND MORE. ITS THAT ALL AMERICAN POPULAR MUSIC THAT YOU SING ALONG TO DURING THOSE LONG DRIVES DOWN THE ROAD

## COVERAGE

I-15 Victorville to Nevada State Line  
I-40 Victorville to Ludlow  
Local residents of this vast SoCal area.  
Reaching 35,000 listeners daily

## DEMOGRAPHICS

AGE: 24-54  
60% MALE  
40% FEMALE

**STREAM IT ON HIGHWAYRADIO.COM**

# HIGHWAY RADIO

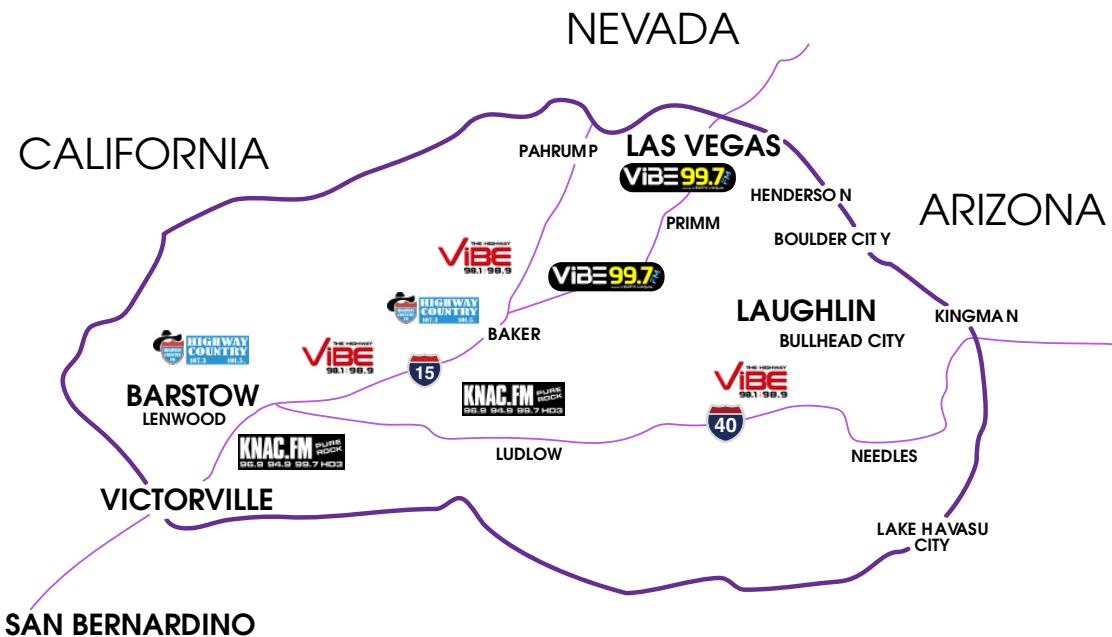
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98.1 98.9

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107.3 101.5



**REACH THE MASSES**  
**OVER 40K LISTENERS DAILY**

Contact us for various sponsor opportunities & more!