

# HIGHWAY RADIO

CALIFORNIA - NEVADA - ARIZONA

2023 MEDIA KIT

THE VEGAS  
**V**iBE  
99.7

THE HIGHWAY  
**V**iBE  
98.1



**HIGHWAY  
COUNTRY**  
107.3 101.5™

**DRIVE** 96.9  
94.9  
H I G H W A Y R O C K

# HIGHWAY RADIO

CALIFORNIA - NEVADA - ARIZONA



THE VEGAS  
**VIBE**  
99.7

THE HIGHWAY  
**VIBE**  
98.1

THE LAUGHLIN  
**VIBE**  
98.9

## OVERVIEW

**FOR 44 YEARS** Highway Radio has been broadcasting The Vibe of Las Vegas, The Laughlin Vibe & The Highway Vibe reaching the largest single market of tourists heading to Southern Nevada. With our combined frequencies, 99.7 FM , 98.1 FM & 98.9 FM, we reach approximately 50 million travelers annually and over 1 million residents of the Tri-State area.

## FORMAT

"HOT AC" that keeps the Las Vegas & Laughlin visitors entertained and up to date. Featuring your favorite Hits, Traffic, Weather and EVERYTHING Vegas and Laughlin.

## 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.

## DEMOGRAPHICS

AGE: 24 - 54

*Split Male/Female Income:*

72% > \$75,000

71% Homeowners

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## OVERVIEW

Broadcasting from our Barstow, CA. studios, The Drive provides non-stop Highway Rock to and from Las Vegas and Laughlin. Featuring The Woody Show weekday mornings, special feature segments throughout the day, NFL & NHL broadcasts and an energy level that keeps your rockin during your entire drive.

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## FORMAT

"ADULT HITS" with 90's and 00's based rock and top new rock hits. Core artists include Nirvana, Metallica, Foo Fighters, AC/DC, Red Hot Chili Peppers, Offspring, Green Day and more!

## COVERAGE

I-15 Victorville to Nevada State Line  
I-40 Victorville to Ludlow  
Local residents of this vast SoCal area.

## DEMOGRAPHICS

AGE: 24 - 54  
*60% Male; 40% Female*  
*Frequent Las Vegas visitor*

## OFFICIAL BROADCAST PARTNER:



# HIGHWAY RADIO

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**HIGHWAY  
COUNTRY**  
107.3 101.5™

## OVERVIEW

From the romantic or melancholy ballads, to today's upbeat hits, Highway Country provides the perfect sound track when driving down the Highway. With feaurettes throughtout 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.

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## FORMAT

"COUNTRY HITS" mainstreaming today's hot new country and all-time favorites like Luke Combs, Blake Sheldon, Marren Morris, Keith Urban, George Strait, Taylor Swift and more!

## COVERAGE

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Local residents of this vast SoCal area.

## DEMOGRAPHICS

AGE: 24 - 54  
*60% Male; 40% Female*

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## OVERALL COVERAGE MAP

