

THE HIGHWAY



KRXV Barstow 98.1 KHWY Essex /Laughlin 98.9 KHYZ Mt. Pass/Las Vegas 99.7

FORMAT

Hot AC

TARGET AUDIENCE

Travelers driving between Southern California, Arizona and Nevada

Local Hi-desert Resident Market

Local Las Vegas Metro Market

Local Laughlin & Tri-State Market

PROGRAMMING

LIVE Information 24/7

Hot AC

Real time traffic & weather

AP News

Brake for Laughter

Las Vegas Entertainment Features

Laughlin Entertainment Features

DEMOGRAPHICS

Age: 25-54 yrs.

Split Male/ Female

Income: 49% > \$75,000

23% > \$100,000

48% college or graduate degree -

2X the Nat'l Average

71% are homeowners

COVERAGE

40,000 square miles of the Mojave Desert

1000 miles of Highway-I-15; I-40; I-95; I-93 and other feeder routes

Approximately 50 million travelers annually

500,000 local residents of the Mojave Desert & The Tri-State Area

1.6 million weekly ADI



KEY BENEFITS

- BRAND - 30 years of identity and loyalty
- REACH - 30% Listener share—Mobile Track 09 Average
- 3-minute commercial breaks
- Sponsorship and partnerships available
- Metered Ratings Available through Mobile Trak
- Highway Van w/ LED signage doing live promos weekly.
- Bart Torres' Ent. reports: Las Vegas Connection; View of Vegas, Look at Laughlin
- www.thehighwaystations.com
- Local Las Vegas Coverage on FM 99.7—KHYZ coverage to and in Las Vegas
- Lowest cost of acquisition compared to competitive advertising mediums serving Southern Nevada Tourist destinations.

HIGHWAY COUNTRY



**HIGHWAY
COUNTRY**
107.3 101.5

KIXW 107.3 Barstow KIXF 101.5 Baker

FORMAT

Modern Country, Keith Urban, Sugarland, George Strait, Garth Brooks etc.

TARGET AUDIENCE

Travelers driving between Southern California, Arizona and Nevada
Hi-Desert Resident Market

PROGRAMMING

Modern Country programming
Country music entertainment reports
Bart Torres' Entertainment Reports
Traffic & Weather reports

DEMOGRAPHICS

Age: 25-54 yrs.
Female 60%
Male 40%

COVERAGE

1-15 Victorville to the Nevada state line
1-40 Victorville to Ludlow
Local residents of the Mojave Desert



DEMOGRAPHICS

25-54
Female 60% / Male 40%
Picks up loyal country listeners that dominate San Bernardino & Ventura counties in California—47% of highway radio market

KEY BENEFITS

- Source for updated traffic and weather
- Country Entertainment Report targets to loyal listeners
- Sponsorship and partnerships available
- Bart Torres Las Vegas Connection Report
- Highway Van w/LED signage doing live promos weekly
- Lowest cost of acquisition compared to competitive advertising mediums serving Southern Nevada tourist destinations.
Metered Ratings available through Mobile Trak

THE DRIVE



KHDR 96.9 Barstow KHRQ 94.9 Baker 100.1 Ludlow

FORMAT

Crossover rock. Today's favorite artists mixed with monster hits of the past...all with an active rock mix. Artists include AC/DC, Foo Fighters, Nickelback, Led Zeppelin, Three Days Grace, Metallica, Def Leppard and more!

TARGET AUDIENCE

Young active highway travelers driving between Southern Nevada and Southern California.
Local Hi-Desert Resident - Male

PROGRAMMING

Highway Rock format
Drive-by news, traffic, and weather
Drive-through comedy breaks
3-minute advertising breaks
Vegas Rocks Entertainment Report

DEMOGRAPHICS

70/30 Male/Female
25-44
Active lifestyle
Frequent Las Vegas visitor

COVERAGE

1-15 between Victorville, CA and Stateline, NV.
1-40 between Barstow, CA and Needles CA



KEY BENEFITS

- Only 'Rock' station covering the growing highway market
- Impacts an entirely new drive-in market segment
- 'Drive' the fastest growing segment of Vegas visitors into your doors
- More music, more attitude and hotter content
- Highway Van w/LED signage doing lives promos weekly
- Sponsorships and partnerships available
- Metered Ratings available through Mobile Trak