

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.