



A world

~~away~~
SPONSORS
~~FOR A DAY~~

HIP



OVERVIEW

Highway Radio

THE VOICE OF VEGAS

FOR 43 YEARS Highway Radio has been broadcasting the VIBE of Las Vegas and Laughlin, reaching the largest single market of tourists heading to Southern Nevada.

Highway Radio is a network of strategically placed radio towers that create complete, continuous coverage over 40,000 square miles of Southern California and the Southern Nevada pipelines-Interstate 15, U.S. Hwy 93/95 and Interstate 40 - allowing you to reach millions of travelers and all of the area's residents. With 400,000 watts of power to ensure high-quality reception throughout Southern California and in the local Las Vegas Marketplace, advertisers can have an intimate conversation with tourists over the four to six-hour period they are en route to Las Vegas and Laughlin.

Highway Radio is without peer as the only broadcaster serving this massive influx of travelers, with up-to-the-minute traffic, weather and Las Vegas and Laughlin information, day, and night.



"HOT AC" Format keeps the Las Vegas and Laughlin Visitors entertained and up to date! Your favorite Hits, Traffic, Weather and Everything VEGAS and Laughlin.

DEMOGRAPHICS

Age: 25-49
Split Male/Female Income: 72% >\$75,000
71% homeowners

COVERAGE

40,000 sq miles of SoCal & Southern Nevada
1,000 miles of 1-15, 1-40, 1-95, 1-93 and other feeder routes. With approximately 50 million travelers annually and over 1 million residents of the Tri-State area. This includes our 98.1 translator in Victorville.



Highway Country is a mainstream station playing today's hot new country and all-time favorites like Luke Combs, Blake Shelton, Maren Morris, Keith Urban and more!

DEMOGRAPHICS

Age: 25-54
Female, 60%; Male 40%

COVERAGE

1-15 Victorville to Nevada state line
1-40 Victorville to Ludlow
Local residents of this vast SoCal area



90's and 00's - based rock, with top new rock hits. Core artists are Nirvana, Metallica, Foo Fighters, Linkin Park, Offspring, Pearl Jam, Red Hot Chili Peppers, AC/DC, Alice In Chains, Green Day.

DEMOGRAPHICS

Age: 25-54
60% Male; 40% Female
Frequent Las Vegas visitor

COVERAGE

1-15 Victorville to Nevada state line
1-40 Victorville to Ludlow
Local residents of this vast SoCal area

QUICK FACTS

3.5 million listeners every month

Least expensive way to reach Vegas visitors and SoCal residents.

Advertising flexibility

- Remote broadcasts
- Giveaways
- Event Marketing
- 360° promo campaigns
- Sponsorship Opportunities

You dream it. We do it.
Advertising opportunities with our live coverage of:





Sports

Lend credibility to your advertising by associating with our sports partners .



Target your ad spend by advertising during our live broadcasts of the Las Vegas Raiders and the NHL's hottest new franchise the Vegas Golden Knights.

Reach

- 96% of all visitors from Southern California drive to Las Vegas.
- Highway Radio reaches more than 3 1/2 million Vegas visitors long before they arrive in Vegas with transmitters strategically placed along the I-15 corridor—Highway Radio is the perfect soundtrack for the Vegas road trip.

SPONSORSHIP OVERVIEW

Highway Radio has set up the perfect package to give a boost to Boulder City merchants and events

A huge on air campaign with plenty of digital support! This massive campaign will encompass 400,00 WATTS of power on the Highway Radio Network, which includes The Vibe 98.1 FM, The Drive 94.9 FM, 96.9 FM & Highway Country 107.3 FM & 101.5 FM, Vegas Vibe on 99.7 and 98.9 FM covering 400,000 square miles of Southern California & Southern Nevada. It also includes an even bigger online reach as we will include you on all



ON-AIR

- (6) 60 second doughnut spots 6a – 7p per week on all 7 frequencies every other week.
- (6) 60 second doughnut spots 12a – 12a per week on all 7 frequencies every other week.
- TOTAL OF 84 COMMERCIALS PER WEEK OVER THE 7 Highway Stations (commercials will run every other week)
ONLINE included with multi week commitment
- Logo and link on HighwayRadio.com
- Inclusion in one email blasts sent to complete Highway Radio Network Database
- Logo inclusion on one social media post on all Highway Radio Facebook & Instagram pages (May include a coupon for call to action)

TOTAL RECORDED SPOTS OVER 13 WEEKS ON 7 FREQUENCIES = 546

TOTAL 13 WEEK VALUE = \$3,900.00

TOTAL WEEKLY INVESTMENT = \$200

13 WEEK COMMITMENT

THANK YOU!



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- Logo inclusion on one social media post on all Highway Radio Facebook & Instagram pages (May include a coupon for call to action)

TOTAL RECORDED SPOTS OVER 13 WEEKS ON 7 FREQUENCIES = 1,092

TOTAL 13 WEEK VALUE = \$7,800

TOTAL WEEKLY INVESTMENT = \$200

13 WEEK COMMITMENT

THANK YOU!

