

# WFLM 99.7 VIBE FM

vibefm.vegas

## OVERVIEW

The All New 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 -- but 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 unduplicated reach from Vegas all the way down the 15 corridor into Barstow and BEYOND!

Stream us on [VIBEFM.vegas](http://VIBEFM.vegas)

## FORMAT

24/7 Electronic Dance Music curated for an entire population ignored by corporate radio – targeted by EDC, and the biggest resorts on The Strip – with global DJ residencies.



## DEMOGRAPHICS

25-44

Dedicated locals and visitors

80% of our audience is 21 or older

52% of our audience is Hispanic



HIGHWAY RADIO

CALIFORNIA - NEVADA - ARIZONA

## OVERVIEW

FOR 46 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

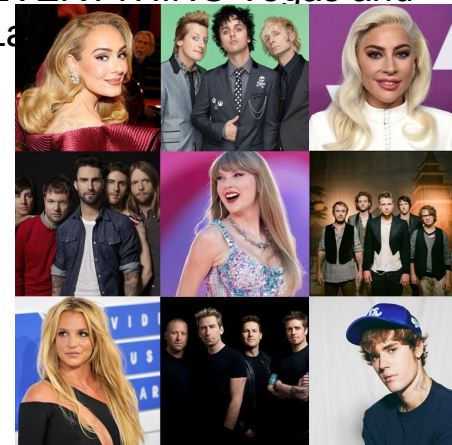
## COVERAGE

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

Stream us on  
[HIGHWAYRADIO.com](http://HIGHWAYRADIO.com)

## 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 La



## DEMOGRAPHICS

AGE: 24 - 54

Split Male/Female Income:  
72% > \$75,000  
71% Homeowners

# HIGHWAY ROCK.FM DRIVE 96.9 / 94.9

## OVERVIEW

Highway Rock, DRIVE  
96.9/94.9 cranks up classic  
hard rock, heavy metal, and  
hair bands ... as well as loud  
stuff from the 90's, the 2000's,  
and brand new Pure Rock,  
too.

## COVERAGE

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

Stream us on [HIGHWAYROCK.fm](http://HIGHWAYROCK.fm)

## FORMAT

Classic Rock pumping out Core  
Artists: Metallica, Ozzy Osbourne,  
Van Halen, Def Leppard, Guns N'  
Roses, AC/DC, Aerosmith,  
Motley Crue, Scorpions



## DEMOGRAPHICS

AGE: 24 - 54  
60% Male  
40% Female  
Frequent Las Vegas visitor,  
Live Music Fan



**HIGHWAY RADIO**  
CALIFORNIA - NEVADA - ARIZONA

## 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.

Stream us on  
[HIGHWAYRADIO.com](http://HIGHWAYRADIO.com)

## 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!



## DEMOGRAPHICS

AGE: 24 - 54

60% Male

40% Female

# HIGHWAY RADIO

CALIFORNIA - NEVADA - ARIZONA

## COVERAGE MAP



**VIBE 99.7 FM**  
www.vibefm.vegas

**HIGHWAY ROCK.FM**  
**DRIVE 96.9 / 94.9**

**HIGHWAY COUNTRY**  
FM  
107.3 101.5..

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