

HIGHWAY COUNTRY



**HIGHWAY
COUNTRY**
107.3 101.5

KIXW 107.3 Barstow KIXF 101.5 Baker

FORMAT

Modern Country

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