

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 Nickelback, Foo Fighters, Shinedown, Three Days Grace, Puddle of Mud, Theory of a Deadman 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
Custom Rock-Clock with 3-minute 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 live promos weekly
- Sponsorships and partnerships available
- Metered Ratings available through Mobile Trak