

ROCK's new VEGAS home.



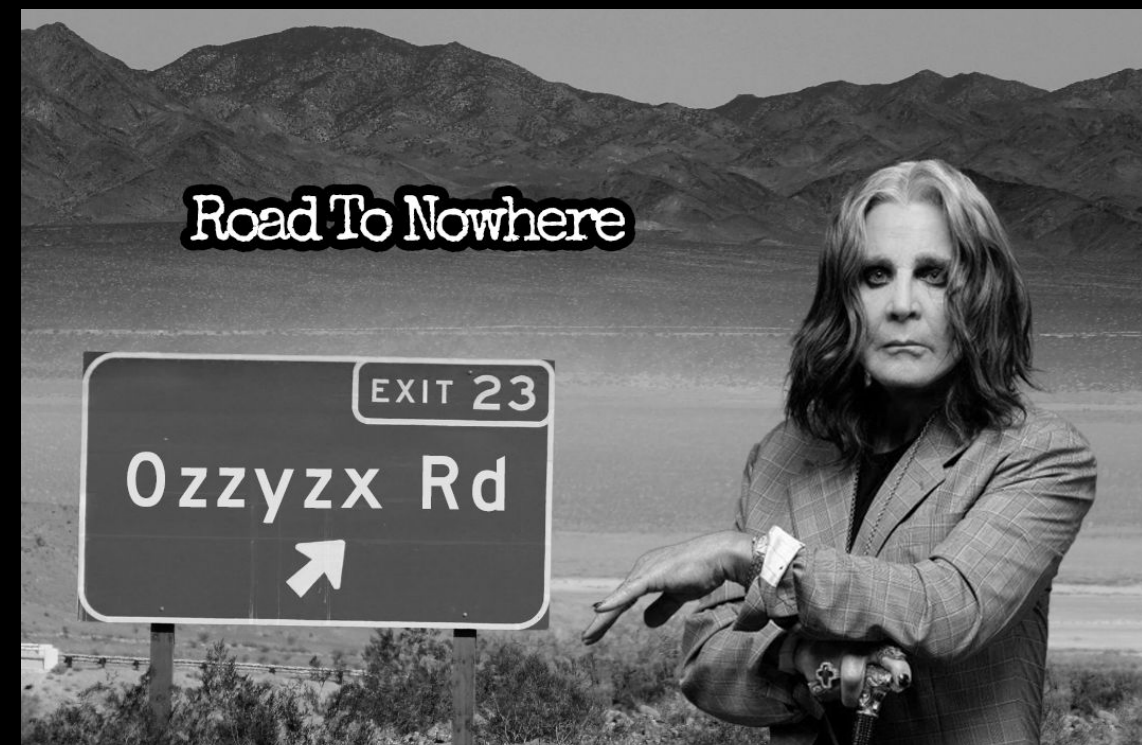
99.7 HD3 - 96.9/94.9 FM
highwayrock.net

Hard rock and heavy metal music from the 1980's remains as powerful and influential today as it was during its heyday. Bands like **Metallica**, **Guns N' Roses**, **Mötley Crüe**, and **AC/DC** continue to pack stadiums and drive album sales, proving the genre's generation-spanning, enduring appeal.

Anthemic choruses. Electrifying guitar solos. The raw energy of live performances. 80's metal and hard rock left an indelible mark on music culture. Fans remain highly engaged with both legacy acts and newer bands that carry the torch forward, and **#HighwayRock** delivers that nostalgic feel of radio stations like KNAC, which was at the epicenter of the scene in Southern California.



highwayrock.net



The core demographic? Adults between the ages of 35 and 60, many of whom were teenagers or young adults during the 80's metal explosion. This audience is loyal, passionate, and highly active when it comes to supporting their favorite bands. They have significant disposable income, making them prime consumers for concert tickets, merchandise, and high-end collector's items like vinyl reissues and box sets.

These fans are willing to travel for festivals, VIP experiences, and reunion tours, demonstrating a level of commitment and spending power that makes them an attractive audience for advertisers and sponsors.

Beyond nostalgia, the appeal of this music continues to bring in younger generations, often through exposure from parents, pop culture references, and streaming platforms. This multi-generational appeal ensures that 80's hard rock and metal remain not just a relic of the past, but a thriving and commercially viable force today.

For **#HighwayRock**, super-serving this audience, means tapping into a deeply engaged and high-spending fanbase, making it an ideal market for businesses targeting music lovers with strong brand loyalty.

METAL across the MOJAVE.



NO OTHER RADIO STATION CAN CLAIM THE EXTRAORDINARY REACH AND COVERAGE OF #HIGHWAYROCK . FROM VICTORVILLE TO VEGAS, STRATEGICALLY PLACED TRANSMITTERS TAKE THE DRAG OUT OF THE DRIVE FOR 3.5 MILLION MONTHLY VEGAS AND LAUGHLIN-BOUND TRAVELERS.

FROM SOUTHERN CALIFORNIA'S CAJON PASS TO THE LAS VEGAS STRIP, THE ROCK IS NON-STOP. NOT TO MENTION, WORLD-WIDE AT HIGHWAYROCK.NET .

Features, Shows & Hosts



**DRIVE-THRU COMEDY
HOURLY**

Best bits from the top comics, solid laughs are delivered every hour.



**ROCK REPORT
MEL ROX**

No-holds-barred music news. Album drops, concert news, and more gritty rock dirt.



**TRASH TALK
JACK TRASH**

Connecting with the rockers from back-in-the-day, and today.



**METAL SHOP
CHARLIE KENDALL**

Vintage and fresh content, plus that same voice that made it a cornerstone of hard rock culture.



**FULL METAL JACKIE
METAL HOST**

Delivering unique hard and heavy playlists and detailed interviews with rock artists.



**GONZO GREG
ROCK HOST**

Always on-point with breaking rock news and lifestyle info for travelers and Vegas locals alike.