



2026 Political & Issue Rate Cards

Thief River Falls, Minnesota

THIEF RIVER FALLS



**NORTH
COUNTRY
99.3**
Today's Best Country



Political Rates/Issue Rates/Banner Ads for Individual Stations

Station: NORTH COUNTRY

	:30 Net	:30 Gross	:60 Net	:60 Gross
<u>Political Rates</u>				
6am – 7pm	\$13.58	\$16.83	\$16.63	\$19.60
5am – 10pm	\$11.45	\$13.74	\$14.93	\$17.62
<i>Prime Time</i>	<i>\$15.17</i>	<i>\$17.82</i>	<i>\$18.38</i>	<i>\$21.62</i>
<u>Issue Rates</u>				
6am – 7pm	\$14.93	\$17.62	\$18.45	\$21.70
5am – 10pm	\$13.07	\$15.36	\$16.71	\$19.68
<i>Prime Time</i>	<i>\$16.63</i>	<i>\$18.77</i>	<i>\$20.20</i>	<i>\$23.76</i>

Station: THE FALLS

	:30 Net	:30 Gross	:60 Net	:60 Gross
<u>Political Rates</u>				
6am – 7pm	\$9.51	\$11.19	\$12.07	\$14.20
5am – 10pm	\$7.35	\$8.62	\$9.86	\$11.58
<i>Prime Time</i>	<i>\$11.62</i>	<i>\$13.69</i>	<i>\$14.20</i>	<i>\$16.72</i>
<u>Issue Rates</u>				
6am – 7pm	\$11.09	\$13.06	\$14.29	\$16.86
5am – 10pm	\$8.82	\$10.35	\$12.07	\$14.20
<i>Prime Time</i>	<i>\$13.20</i>	<i>\$15.53</i>	<i>\$16.51</i>	<i>\$19.42</i>

Prime time periods include 6a-10a, 10a-3p, 3p-7p. Political and Issue commercials are not pre-emptible.

Additional program rates available upon request. Long form minimum of 3 minutes at \$50 per minute net.

Additional production fee for long form.

THIEF RIVER FALLS



Political Rates/Issue Rates/Banner Ads for Individual Stations

Station: KTRF AM

	:30 Net	:30 Gross	:60 Net	:60 Gross
<u>Political Rates</u>				
6am – 7pm	\$15.09	\$18.70	\$18.48	\$21.78
5am – 10pm	\$12.72	\$15.27	\$16.59	\$19.58
<i>Prime Time</i>	\$16.85	\$19.80	\$20.42	\$24.02
<u>Issue Rates</u>				
6am – 7pm	\$16.59	\$19.58	\$20.50	\$24.11
5am – 10pm	\$14.52	\$17.07	\$18.57	\$21.87
<i>Prime Time</i>	\$18.48	\$20.86	\$22.44	\$26.40

Station: REAL COUNTRY

	:30 Net	:30 Gross	:60 Net	:60 Gross
<u>Political Rates</u>				
6am – 7pm	\$6.79	\$7.99	\$8.62	\$10.14
5am – 10pm	\$5.25	\$6.16	\$7.04	\$8.27
<i>Prime Time</i>	\$8.30	\$9.78	\$10.14	\$11.94
<u>Issue Rates</u>				
6am – 7pm	\$7.92	\$9.33	\$10.21	\$12.04
5am – 10pm	\$6.30	\$7.39	\$8.62	\$10.14
<i>Prime Time</i>	\$9.43	\$11.09	\$11.79	\$13.87

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