



THIEF RIVER FALLS RADIO

2026 MEDIA KIT

Local reach. Trusted voices. Real community connection.



LOCAL MEDIA THAT MOVES PEOPLE

Radio • Digital • Sports • Events • Auctions • Community Promotions



Trusted local voices
for Northwest Minnesota

YOUR HOMETOWN CONNECTION

Thief River Falls Radio brings businesses closer to the people who live, work, shop, cheer, and gather here. We build advertising plans that feel local and deliver results across on-air, digital, sports, auctions, and community events.



LOCAL REACH

Stations, streaming, website, social, and community touchpoints.



TRUSTED BRANDS

News, country, classic hits, sports, ag, events, and hometown promotion.



PROVEN OPTIONS

Sports, live reads, remotes, auctions, email, web, video, and more.

POWERFUL REACH. PROVEN RESULTS.

A professional local media kit for advertisers, partners, and community builders.

READY TO GROW LOCAL BUSINESS



THIEF RIVER FALLS RADIO 2026 MEDIA KIT



Local reach. Trusted voices. Real community connection.

LOCAL COVERAGE
Serving Thief River Falls and northwest Minnesota communities and beyond.

1 WHY TRF RADIO

- We entertain and inform our listeners every day with local news, talk, sports, weather, and the best music.
- We help businesses grow with creative advertising ideas and solutions that deliver results.
- We promote the communities we serve, their people, and their events.

Radio, digital, sports coverage and community promotions—combined into custom campaigns that connect and perform.

2 OUR BRANDS



KTRF AM 1230

Local news, talk, sports; the hometown station; home of the Minnesota Twins, Minnesota Vikings, and NDSU Bison.



REAL COUNTRY
1460 AM & 98.5 FM

Country music home; broad mix of today's stars and country legends; regional home of the Red River Ag Network.



KKDQ FM
NORTH COUNTRY 99.3

Today's best country; strong personalities; local and regional high school play-by-play sports.



KTRF-FM 94.1 THE FALLS

'70s, 80s and Whatever'; adult music-driven format for all day listening.



INGSTAD MINNESOTA RADIO NETWORK



INGSTAD COMEDY TOUR

Live comedy events that bring audiences together and create fun, high-visibility sponsorship opportunities.



I-500 SNOWMOBILE RACE

A signature winter event delivering strong community engagement, seasonal excitement, and sponsorship visibility.



FARMERS APPRECIATION BREAKFAST

A community-focused event celebrating area agriculture and connecting local businesses with farmers and families.

3 AUDIENCE & DIGITAL REACH



11,700 FOLLOWERS
11,200 LIKES
32,000 POST REACH
32,000 POST ENGAGEMENT
13,000 VIDEOS



26,000
LISTENERS ON AVERAGE PER MONTH



20,000 USERS
40,500 SESSIONS
80,000 PAGE VIEWS
2,000 EMAIL DATABASE



OVER 8,000 CUSTOMERS BIDDING DURING EACH MONTHLY AUCTION
OVER \$50,000 IN MONTHLY RETAIL PURCHASES



- STRONG LOCAL LOYALTY
- CONSISTENT VISIBILITY
- ASSOCIATION WITH SCHOOL SPIRIT

4 ADVERTISING OPTIONS

- Radio Commercials
- Web
- Live Liners
- Texting
- Live Remote Broadcasts
- Streaming
- Facebook
- Video
- E-Blasts
- Wheeler Dealer MN

5 RATE SNAPSHOT

- 30-second sponsorships generally range from **\$5 to \$13** depending on station and daypart. **\$5 - \$13**
- Live reads up to **\$14**. **UP TO \$14**
- Guaranteed dayparts generally range from **\$9 to \$10**. **\$9 - \$10**
- Run-of-station rates from **\$4 to \$9**. **\$4 - \$9**
- Live remote broadcasts start at **\$270** for 2 hours and range up to **\$400** depending on station and duration. **\$270 - \$400**



POWERFUL REACH. PROVEN RESULTS.

Radio connects your message with real people—right here in our community and beyond.

WHY ADVERTISE WITH RADIO?

- ✓ **UNBEATABLE REACH**
Radio reaches more people each week than any other medium in the U.S.
- ✓ **TRUSTED & LOCALLY LOVED**
Listeners trust the voices and brands they hear on their favorite stations.
- ✓ **COST-EFFECTIVE**
Get more for your budget with high-impact advertising that works.
- ✓ **FLEXIBLE & TARGETED**
From live reads to digital ads, we offer solutions for every business.



HOW MUCH IS RADIO?

Radio is one of the most affordable advertising mediums. We'll help you find the best options that fit your budget and goals.



DOES IT COST A LOT TO PRODUCE A RADIO COMMERCIAL?

No—we won't charge you extra, and we don't charge to build the cost into your commercials. Our full-time production director ensures every spot sounds professional and gets results.



HOW DO I GET A COMMERCIAL ON THE AIR?

It's easy! Contact our team and tell us what your business is, what you want to accomplish, and we'll handle the rest.



HOW LONG DOES IT TAKE TO GET A COMMERCIAL ON THE RADIO?

Depending on the campaign and your goals, it can typically be done within 24–48 hours.

WHAT CAN I ADVERTISE ON THE RADIO?



LOCAL VOICES. STRONGER CONNECTIONS.

Radio isn't just heard—it's felt. It builds trust, drives action, and keeps your business top of mind in the places your customers live, work, and play.



READY TO GET STARTED?

Let's create a campaign that speaks to your audience and grows your business.

Contact us today!

DEALS. DESTINATIONS. DEEPER COMMUNITY CONNECTIONS.



OUR STATIONS + BRANDS

Local voices. Trusted connections.



KTRF AM 1230

The flagship station of Thief River Falls Radio, KTRF has been serving Thief River Falls and Northwest Minnesota since 1947. KTRF delivers generations of trusted local news, sports, talk, weather, agriculture, and community conversation. It's your "Hometown Station" and the proud radio home of the Minnesota Twins, Minnesota Vikings, and NDSU Bison.



KKAQ AM 1460 / 98.5 FM

Since 1979, KKAQ has been the "County Music Home" for Northwest Minnesota. Known as "Real Country," KKAQ plays today's country hits along with the stars and legends of country music. KKAQ is also the regional home for the Red River Ag Network, connecting farmers and communities across the area.



KKDQ FM 99.3

The home of today's best country music! KKDQ delivers a great mix of chart-topping country hits, plus MN Mornings with Fred, Jake and Bower, weekday mornings from 6am-10am. It's the go-to station for listeners who love country and want to stay connected to local high school sports.



KTRF-FM 94.1 THE FALLS

The newest member of the Thief River Falls Radio family, 94.1 The Falls celebrates the music of the 70s, 80s, and whatever! This adult music format brings back the songs you grew up with—and the ones you forgot you loved. It's a refreshing mix that appeals to a wide range of listeners across generations.

DEALS. DESTINATIONS. DEEPER COMMUNITY CONNECTIONS.





AUCTIONS + LOCAL SPORTS

Engagement beyond the airwaves.



WHEELER DEALER / ONLINE AUCTIONS

Our online auction site reaches customers all over the state of Minnesota while giving local businesses the attention they need to sell products and services across Ingstad Minnesota Radio Network communities. Clients trade products and services in exchange for advertising credit that can be used for online, on-air and on-location promotions.



OVER
8,000
CUSTOMERS BIDDING
DURING EACH
MONTHLY AUCTION



OVER
\$50,000.00
IN MONTHLY RETAIL
PURCHASES

LOCAL HIGH SCHOOL SPORTS COVERAGE

Hometown teams. Hometown pride. We deliver the energy, passion and play-by-play that keeps our communities connected all season long.



BASKETBALL



BASEBALL



FOOTBALL



HOCKEY



VOLLEYBALL



1. STRONG LOCAL LOYALTY

High school sports bring our community together. Align your brand with the pride, passion and support that never goes out of season.



2. CONSISTENT VISIBILITY

From fall to winter to spring, your business stays in front of engaged listeners week after week—throughout the entire season.



3. ASSOCIATION WITH SCHOOL SPIRIT

Show your support for students and schools while connecting your business with trusted, hometown programming.

SUPPORT LOCAL SPORTS. BUILD LOCAL CONNECTIONS.



AUCTIONS + TOURS

Engagement beyond the airwaves.



WHEELER DEALER / ONLINE AUCTIONS

Our online auction site reaches customers all over the state of Minnesota while giving local businesses the attention they need to sell products and services across Ingstad Minnesota Radio Network communities. Clients trade products and services in exchange for advertising credit that can be used for online, on-air and on-location promotions.

DIGITAL STATS

1 WEEK A MONTH AVERAGE DURING AUCTION



INGSTAD COMEDY TOUR

Ingstad Comedy Tour brings big-city touring comedians and magicians to our local communities for fun, high-quality live entertainment. We create memorable nights close to home, giving audiences access to talented performers at affordable ticket prices while helping communities enjoy exciting events without the big-city drive.



TOURING TALENT

Comedians and magicians from larger markets brought to local stages.



COMMUNITY SHOWS

Live entertainment experiences designed for audiences close to home.



AFFORDABLE TICKETS

Great nights out at accessible prices for families, couples, and friends.

BIG LAUGHS. LOCAL STOPS.

DEALS. DESTINATIONS. DEEPER COMMUNITY CONNECTIONS.



94.1 THE FALLS 70s, 80s and Whatever	6A-10A	10A-3P	3P-7P	7P-12P
News Programs	\$8.00	\$7.00	\$8.00	\$6.00
Sports Programs	\$8.00	\$7.00	\$8.00	\$6.00
Agricultural Programs	\$8.00	\$7.00	\$8.00	\$6.00
Adjacencies	\$10.00	\$9.00	\$9.00	\$9.00
Guaranteed Dayparts	\$10.00	\$9.00	\$9.00	\$9.00
ROS Run of Station: 6A-7P \$7.00 6A-10P \$6.50 12A-6A \$6.00				
Live Remote Broadcast: 2 hours \$300.00 3 hours \$350.00				

KKAQ 1460 AM Real Country	6A-10A	10A-3P	3P-7P	7P-12P
Agricultural Programs	\$8.00	\$7.00	\$7.00	\$5.00
Adjacencies	\$8.00	\$8.00	\$8.00	\$8.00
Guaranteed Dayparts	\$9.00	\$9.00	\$9.00	\$9.00
ROS Run of Station: 6A-7P \$6.00 6A-10P \$5.50 12A-6A \$5.00				
Live Remote Broadcast: 2 hours \$270.00 3 hours \$300.00				

NORTH COUNTRY 99.3 Today's Best Country	6A-10A	10A-3P	3P-7P	7P-12P
News Programs	\$12.00	\$9.00	\$10.00	\$8.00
Sports Programs	\$12.00	\$9.00	\$10.00	\$8.00
Agricultural Programs	\$12.00	\$9.00	\$10.00	\$8.00
Adjacencies	\$15.00	\$10.00	\$10.00	\$9.00
Guaranteed Dayparts	\$20.00	\$10.00	\$10.00	\$10.00
ROS Run of Station: 6A-7P \$9.00 6A-10P \$8.00 12A-6A \$5.00				
Live Remote Broadcast: 2 hours \$400.00 3 hours \$450.00				

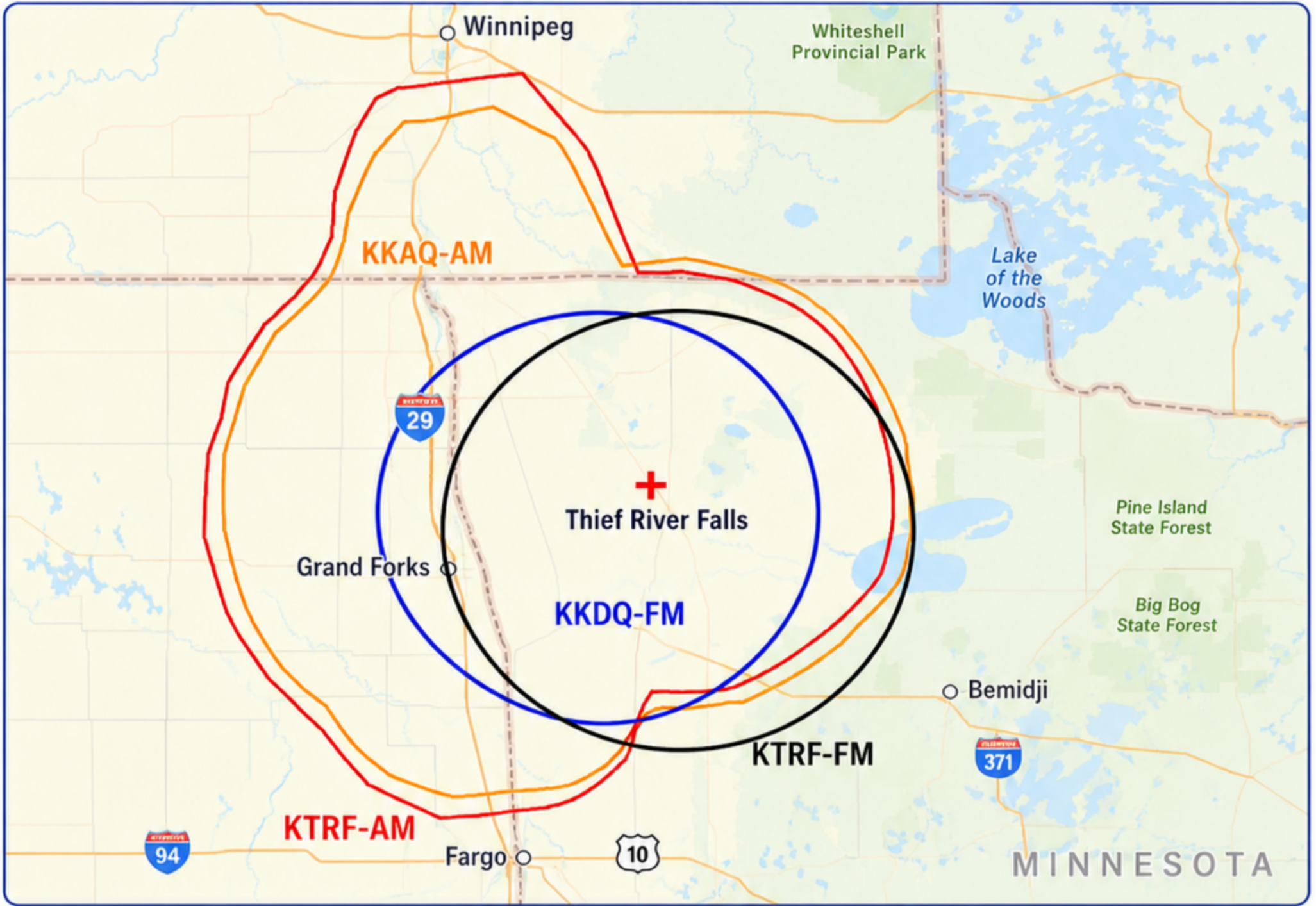
KTRF 1230 AM Local News Talk Sports	6A-10A	10A-3P	3P-7P	7P-12P
News Programs	\$18.00	\$14.00	\$16.00	\$8.00
Sports Programs	\$15.00	\$14.00	\$16.00	\$8.00
Agricultural Programs	\$16.00	\$14.00	\$16.00	\$8.00
Live Read (30 sec)	\$25.00	\$20.00	\$20.00	-
Adjacencies	\$20.00	\$15.00	\$13.00	\$10.00
Guaranteed Dayparts	\$19.00	\$17.00	\$15.00	\$12.00
ROS Run of Station: 6A-7P \$10.00 6A-10P \$9.00 12A-6A \$8.00				
Live Remote Broadcast: 2 hours \$450.00 3 hours \$500.00				

All listed spot rates are :30 ads. Add 60% to calculate the :60 rate. Program sponsorships include an intro, outro and :30 ad with a 13-week commitment. All prices are net to Thief River Falls Radio.



TRF RADIO COVERAGE AREA MAP

Serving Thief River Falls and northwest Minnesota communities and beyond.



COVERAGE LEGEND

- **KTRF-AM 1230**
Local News, Talk, Sports

- **KKAQ-AM 1460**
Real Country

- **KKDQ-FM 99.3**
North Country 99.3

- **KTRF-FM 94.1**
The Falls

COVERAGE HIGHLIGHTS

-  Regional reach across northwest Minnesota and eastern North Dakota

-  Multi-station coverage serving local and surrounding communities

-  Strong signal presence connecting listeners across key rural markets

THIEF RIVER FALLS RADIO

— ★ ★ ★ —
OUR TEAM IS READY TO GO TO WORK FOR YOU!

Local voices. Creative ideas. Real results for your business.



When you partner with Thief River Falls Radio, you get more than advertising—you get a hometown team that knows this market and knows how to help your message connect.

From on-air promotions to digital support, we'll build a custom advertising package designed for your goals, your budget, and the results you deserve.



LOCAL EXPERTISE

A team that knows Northwest Minnesota and its audience.



CUSTOM PLANS

Advertising packages tailored to your business and budget.



RESULTS-DRIVEN

Creative campaigns built to help your message get noticed.



LET'S PUT OUR TEAM TO WORK FOR YOU.

Call us today and let's create the right advertising package for your business.



CALL TODAY: 218-681-1230

