



**Political coverage
without
Political advertising!**

MTPR does not accept political advertising.

Listeners come to us for in-depth reporting and analysis of the races without the political advertising that drives listeners away from commercial radio and television stations.

Commercial radio station rates often rise for other advertisers because most, if not all of their inventory gets sold to political candidates at the FCC-required lowest unit rate.

MTPR rates are not affected by political races.

MTPR and other NPR stations receive a substantial increase in listenership in political years.

