



Political coverage without Political advertising!

2016 is a major year for political races.

MTPR does not accept political advertising. This is good for non-political sponsors.

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

By law, political candidates receive first right to reserve advertising time on commercial radio and TV stations. Stations also must give them the lowest rate offered to any advertiser, regardless of the amount of the schedule. That means that other advertisers often receive increased rates and get “bumped” when the station’s inventory is sold out to political ads.

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

