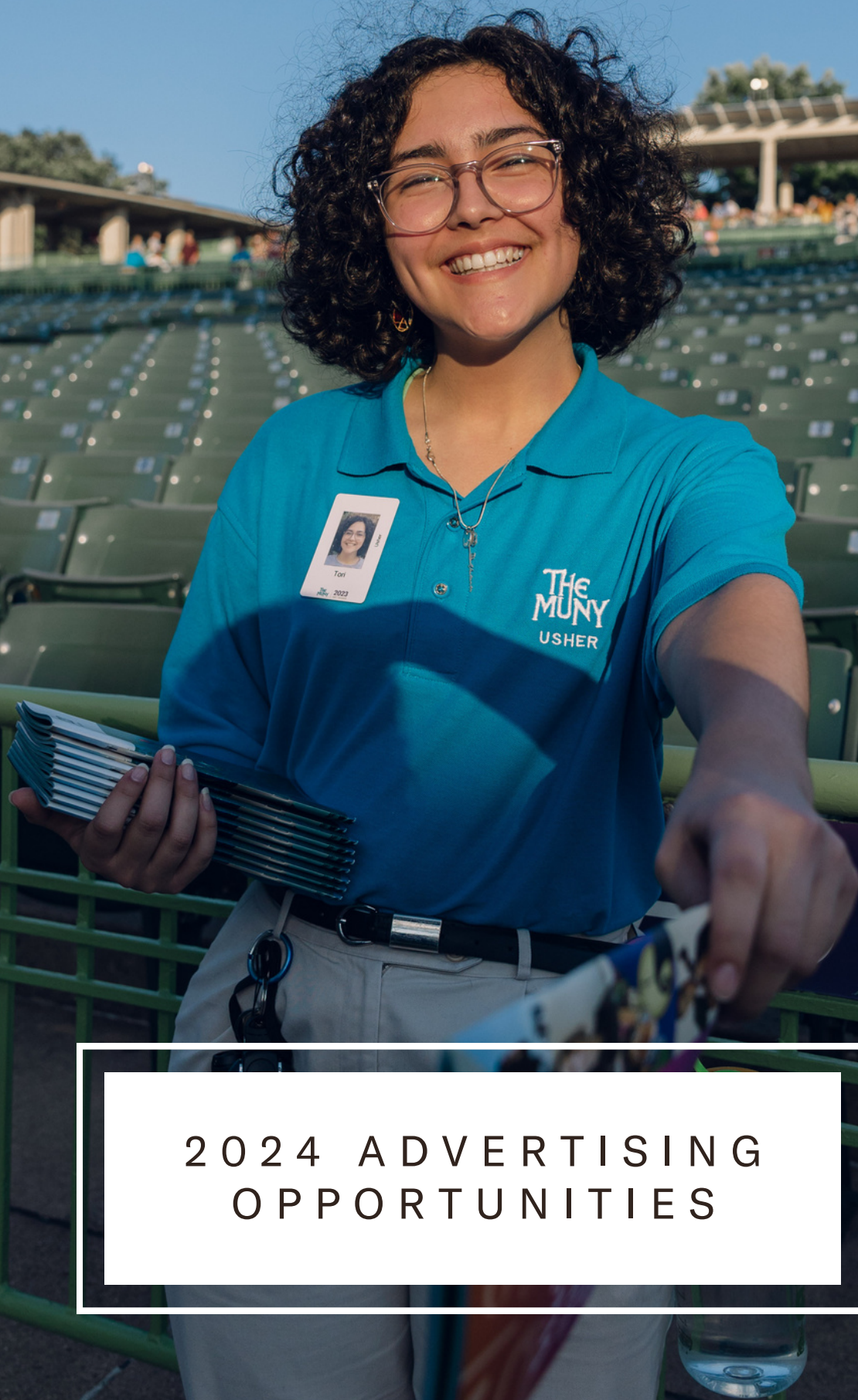


THE MUNY

2024

106TH SEASON



2024 ADVERTISING
OPPORTUNITIES

SETTING THE STAGE



Oldest + Largest
Outdoor Musical Theatre



Historic
Civic Roots



Fully Produced at our
State-of-the-Art Theatre



Broadway-Level
Talent



Accessible
To All

BY THE NUMBERS



7

Shows Per
Season



51

Nights Under
the Stars



348,145

Patrons in
2023



20,369

Subscribers in
2023



24%

Seats Dedicated to
Community Access
& Free Seats

WHO WE SERVE



Regional Destination

90% of Audience lives in
St. Louis City, St. Louis County
or St. Charles County



Loyal Audience

82% Subscriber Retention



Inclusive of All Levels of Household Income

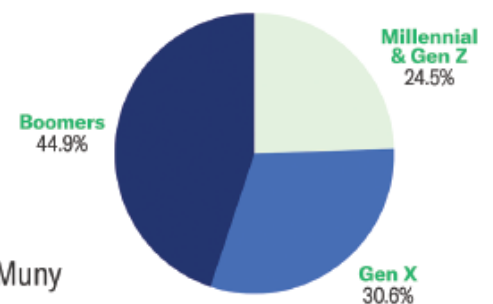
20% <\$50,000
37% \$50,000 - \$100,000
42% \$100,000+



Attracting New Patrons

16% of 2023 Audience New to The Muny

Multi-Generational Appeal



THE
MUNY

2024
106TH SEASON

Les
Misérables

JUN 17 - JUN 23

DREAMGIRLS

JUN 27 - JUL 3

Disney's The Little
Mermaid

JUL 8 - JUL 16

FIDDLER
ON THE ROOF

JUL 19 - JUL 25

WAITRESS

JUL 30 - AUG 5

Anything
Goes

AUG 19 - AUG 25

IN THE
Heights

AUG 9 - AUG 15

YOUR BRAND. IN THE SPOTLIGHT.

Our stage is your stage! Advertising at The Muny will connect your business with a beloved St. Louis tradition and an active, engaged audience that enjoys world-class musicals under the stars. With packages starting as low as \$1,000 there are many ways to advertise with The Muny.

As a non-profit theatre, we rely on donations and the support of our corporate and civic partners to make this St. Louis tradition possible for generations to come. Your participation can truly make a difference in our ability to make Muny magic happen. Plus, full-season partners enjoy a variety of special benefits, including Muny tickets and on-site access to Muny attendees.

ADVERTISING BENEFITS



Access to a highly
engaged, local audience



(2) Tickets to a Muny
Show of your Choice for
each week of advertising



On site tabling night to
interact with Muny
audience

PACKAGES

PROGRAM ADVERTISING

Full-page and half-page options available, with over 350,000 programs distributed across seven shows and 51 performances during the season.

Placement	Weekly Rate	Full Season	Renewal / Non-Profit
Half Page Ad	\$1,000	\$6,000	\$5,500
Full Page Ad	\$2,000	\$12,000	\$10,500
Inside Front Cover / Back Cover	NA	\$15,000	\$14,500

ON STAGE ADVERTISING

15 second ad placements on two LED panels (11.5' x 23') flanking the stage. Guaranteed minimum of 4 rotations per evening.

Placement	Weekly Rate
Standard Week (7 Performances)	\$2,100
Premium Week (9 Performances - <i>Little Mermaid</i>)	\$2,500
Full Season (51 Performances)	\$15,000

[CLICK TO
RESERVE YOUR AD](#)

Ad reservations must be received by **May 7, 2024**
with final art submitted by **May 17, 2024**.

For questions, please contact Jane Schell jschell@muny.org

PROGRAM S P E C S

SPACE AND ART DEADLINES

Material Closing Deadline: Art for first three musicals: **May 17, 2024**

Art for final four musicals: **15 days prior to each musical**

AD SPECIFICATIONS

Ad Size (Non-Bleed Float)

Full Page including any border: 5" (5.0") wide x 8" (8.0") high

Half Page including any border: 5" (5.0") wide x 4" (4.0") high

Ad Size (Full Page Bleed)

- Overall art size (submitted art) should be 5 3/4" (5.75") by 8 3/4" (8.75").
- Final Ad will be trimmed to 5 7/16" (5.4375") by 8 1/2" (8.5").
- *Keep key image elements and text 1/4" (.25") inside final trim size.*
- Submit art WITHOUT CROP MARKS.
- Do not include printer color bars, registration marks or bleed marks inside bleed area.

SUBMISSION

Final art must be sent as a PDF with embedded fonts

High Resolution: minimum 300 dpi.

Email Program Art to: Judy Sakai at jsakai@muny.org

All artwork must be camera-ready to scale. If submitted artwork is not acceptable, you may be referred to a graphic artist. Advertising costs do not include design or alteration of submitted art. Additional graphic design changes are the responsibility of the Advertiser.

All art must be clearly marked with the Advertiser's name and the dates of the show in which it is to be run. If new art is not received 15 days prior to the show, past art will be re-run.

Please note: Due to the nature of live theatre, shows and dates are subject to cancellation or change.

Art with bleed: 5 3/4" (5.75")
by 8 3/4" (8.75")

Final Ad will be trimmed to
5 7/16" (5.4375") by 8 1/2"

Keep key image elements
and text 1/4" (.25") inside
Final Trim Size.

ON STAGE ADS S P E C S

SPACE AND ART DEADLINES

Material Closing Deadline: Art for first three musicals: **May 17, 2024**

Art for final four musicals: **15 days prior to each musical**

AD SPECIFICATIONS

Four ad styles are available:

- Full Bleed Video (15 seconds)
- Inset Video (15 seconds)
- Animated Graphic (15 seconds)
- Static Graphic

Visit [Muny Onstage Advertising](https://munyonstageadvertising.com) for live examples

Mechanical Requirements

- Digital ad size: 728px x 1456px

Submission Preferences:

- Submit files via Dropbox or WeTransfer
- For static images: .JPEG, .PNG or .EPS with embedded fonts (high-resolution: minimum 300 dpi) and working files (Photoshop, InDesign) are required.
- For video: .MP4 or .MOV
- If required, ads will be optimized for display. Any edits will be approved in writing by advertiser.

SUBMISSION

Email On Stage Digital Ads to: Colby Dezelick at cdezelick@muny.org

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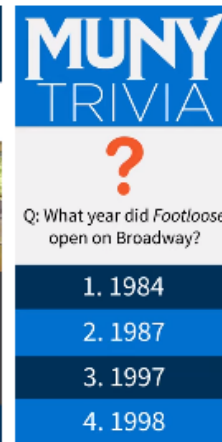
FULL BLEED VIDEO



INSET VIDEO



ANIMATED GRAPHIC



STATIC GRAPHIC

