

# THE MUNY

# 2025

107<sup>TH</sup> SEASON



2025 ADVERTISING  
OPPORTUNITIES



# SETTING THE STAGE

## WHAT MAKES US UNIQUE



Oldest + Largest  
Outdoor Musical Theatre



Historic  
Civic Roots



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



Attracting Broadway-  
Credited Talent



Accessible  
To All

## BY THE NUMBERS



51

Performances  
across 7  
productions



347,865

Patrons  
welcomed in  
2024



20,405

Loyal Season  
Ticket Holders



24%

Seats Dedicated  
to Community  
Access



2,283

Students served  
in Education  
programs

## WHO WE SERVE

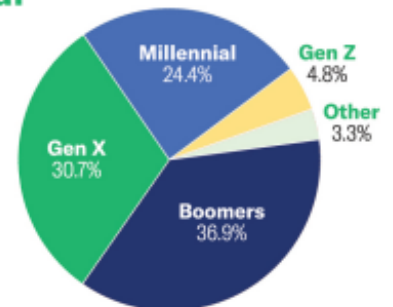
### Regional Destination

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

### Inclusive of All Levels of Household Income

23% <\$75,000  
40% \$75,000 - \$149,999  
18% \$150,000 - \$199,999  
19% \$200,000+

### Multi-Generational Appeal



### Loyal Audience


84% Subscriber Retention

### Attracting New Patrons


16% of 2024 Audience New to The Muny



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



*Please note: In 2025 on-campus tabling will no longer be available*



# 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 (Standard Week) \$1,200 (Premium Week - Frozen)	\$6,000	\$5,500
Full Page Ad	\$2,000 (Standard Week) \$2,400 (Premium Week- Frozen)	\$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 - Frozen)	\$2,500
Full Season (51 Performances)	\$15,000

[RESERVE YOUR AD](#)

# PROGRAM SPECS

## SPACE AND ART DEADLINES

Material Closing Deadline: Art for first three musicals: **May 16, 2025**

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

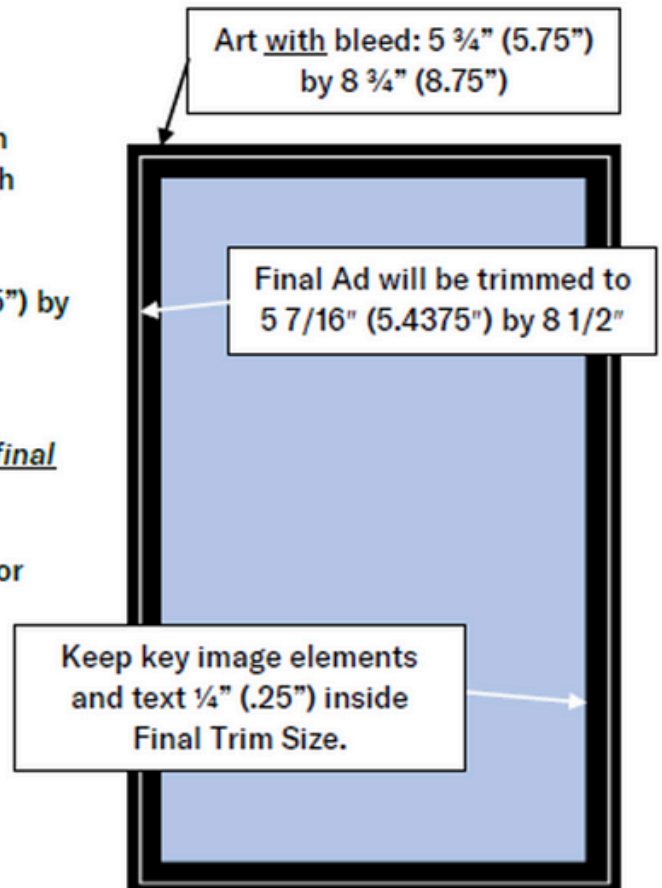
High Resolution: minimum 300 dpi.

Email Program Art to: Judy Sakai at [jsakai@muny.org](mailto: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.





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### Four ad styles are available:

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

Visit [Muny Onstage Advertising](#) 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](mailto:cdezelick@muny.org)**

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