



THE MUNY

2026

108TH SEASON

2026 ADVERTISING
SPECS & BENEFITS



Our Mission

The Muny is a non-profit 501(c)3 organization whose mission is to enrich lives by producing exceptional musical theatre, accessible to all, continuing its remarkable 107-year-old tradition in beautiful Forest Park.

Making the Magic

2025 Data



Oldest + Largest
Outdoor Musical Theatre



Historic
Civic Roots



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



Broadway
Level Talent



Accessible
To All



343,315

Patrons
(In 2025)



2,731

Students in
Education Programs



86,920

Seats Dedicated to
Community Access



1,041

Summer Hires
(In 2025)

Serving the Entire Community

2025 Data



Regional Destination

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



Multi-Generational Appeal

- 32% Millennial & Gen Z
- 31% Gen X
- 37% Boomers & Silent Generation



Funding the Mission

Become a Muny Guarantor

For more than a century, The Muny has depended on private, annual donations to make exceptional theatre possible for the entire community. Muny Guarantor support makes all The Muny does possible.

★ Support Community Access Services

Ensuring every St. Louisan has an opportunity to enjoy The Muny.

★ Enhance Educational Opportunities

Supporting students to become the next generation of performers, producers and creators through dedicated programming.

★ and more!

Give to The Muny's Endowment

A healthy endowment is critical to remaining accessible to all. General endowment gifts provide the flexibility to direct fund to the area of greatest need, maintaining financial stability through unforeseen circumstances.

Join the Henry Kiel Society

Include The Muny in your estate planning and leave a remarkable and lasting impact on our community's theatre through planned giving.

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 - <i>Shrek</i> + <i>Meet Me In St. Louis</i>)	\$6,000	\$5,500
Full Page Ad	\$2,000 (Standard Week) \$2,400 (Premium Week- <i>Shrek</i> + <i>Meet Me In St. Louis</i>)	\$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 (8 Performances - <i>Shrek</i> + <i>Meet Me In St. Louis</i>)	\$2,500
Full Season (51 Performances)	\$15,000

[RESERVE YOUR AD](#)

PROGRAM S P E C S

SPACE AND ART DEADLINES

Material Closing Deadline: Art for first three musicals: **May 15, 2026**

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.

Upload Program Art at:

https://muny.formstack.com/forms/ad_submission

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 AD S P E C S

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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://muny.onstageadvertising.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.

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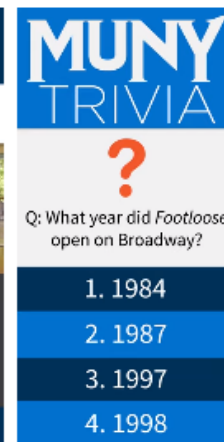
FULL BLEED VIDEO



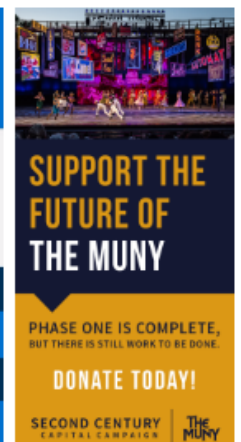
INSET VIDEO



ANIMATED GRAPHIC



STATIC GRAPHIC





Questions? Please contact:
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