



OPERA THEATRE of SAINT LOUIS

Promote your business

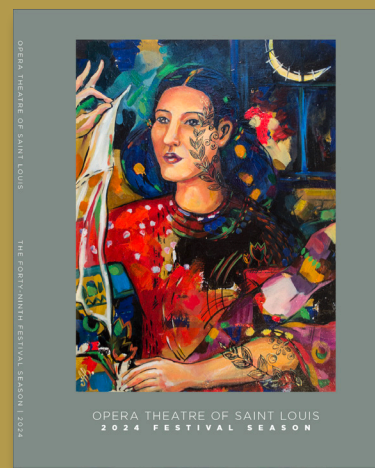
in OTSL's commemorative 50th Festival Season program book!

Opera Theatre of Saint Louis (OTSL) is widely regarded as an industry leader in the opera field. In summer 2025, OTSL celebrates its 50th anniversary season, offering businesses a special opportunity to amplify your message to an affluent, culturally refined, and trend-setting audience.

ABOUT OTSL'S PROGRAM BOOK:

- ▶ 21,000 tickets issued to 2024 audiences. 42% of audiences have annual incomes of \$150K+.
- ▶ Desirable zipcodes represented: 63105, 63108, 63119, 63122, 63130, 63017, 63146, 63141, 63124, and 63131.
- ▶ 14,000 copies are printed and distributed free of charge at each of 26 main season performances.
- ▶ High-quality magazine format with 8.5" x 11" size, book-style binding, quality gloss paper, and full color.
- ▶ Special this year, OTSL will be expanding its program book from 136 pages to approximately 168 for added anniversary content.

STL Programs is the authorized ad sales agent for OTSL.



[CLICK TO VIEW THE 2024 PROGRAM BOOK](#)

2025 Program Book Ad Rates and Sizes

CONTRACT & AD ARTWORK DEADLINE: APRIL 11, 2025

EARLY-BIRD DISCOUNT: 15% off if contract is received before March 14, 2025!

Excludes inside front cover, opening pages, inside back cover, and back cover.

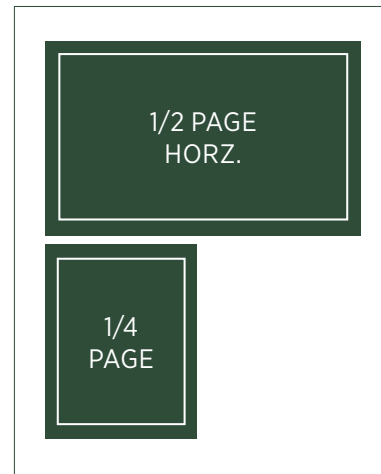
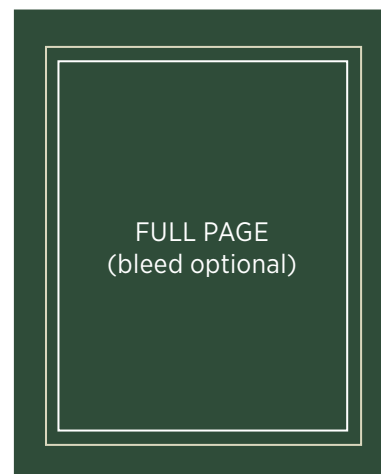
| COLOR ADS | | | |
|--|---------------------|----------------|----------------|
| SIZE | RATE | LIVE AREA | WITH BLEED |
| <input type="checkbox"/> Back Cover | \$ 6,000 | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> Inside Front Cover | \$ 5,000 | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> Inside Back Cover | \$ 4,500 | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> Second & Third Pages | \$ 3,200 | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> Full Page, Premium | \$ 2,975 | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> Full Page | \$ 2,500 (\$2,125*) | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> 1/2 Page (horizontal) | \$ 1,500 (\$1,275*) | 6.75" x 4.375" | N/A |
| <input type="checkbox"/> 1/2 Page (vertical) | \$ 1,500 (\$1,275*) | 3.25" x 9" | N/A |
| <input type="checkbox"/> 1/4 Page | \$ 800 (\$680*) | 3.25" x 4.375" | N/A |

Earlybird pricing in parentheses (*) where available. Free ad design.

| BLACK & WHITE ADS | | | |
|--|---------------------|----------------|----------------|
| SIZE | RATE | LIVE AREA | WITH BLEED |
| <input type="checkbox"/> Full Page, Premium | \$ 1,900 | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> Full Page | \$ 1,600 (\$1,360*) | 8.5" x 11" | 8.75" x 11.25" |
| <input type="checkbox"/> 1/2 Page (horizontal) | \$ 1,000 (\$850*) | 6.75" x 4.375" | N/A |
| <input type="checkbox"/> 1/2 Page (vertical) | \$ 1,000 (\$850*) | 3.25" x 9" | N/A |
| <input type="checkbox"/> 1/4 Page | \$ 575 (\$488*) | 3.25" x 4.375" | N/A |

Earlybird pricing in parentheses (*) where available. Free ad design.

| SPECIFICATIONS | |
|---------------------------------------|--|
| Trim size of program book: 8.5" x 11" | |



COMPANY _____

ADDRESS _____

ZIPCODE _____ PHONE _____

EMAIL _____

SIGNATURE _____ DATE _____

Check payable to STL Programs enclosed. Credit card

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE (CVV) _____ ZIPCODE _____

CARDHOLDER'S NAME _____

SIGNATURE _____



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