

“One of the world’s greatest symphony orchestras.”  
— Forbes



ST. LOUIS  
SYMPHONY  
ORCHESTRA

STÉPHANE DENÈVE, MUSIC DIRECTOR

Media  
Kit

26 / 27  
147th Season

“A concert hall worth a fanfare.”

— The New York Times



## Put Your Brand Center Stage

Celebrated as one of today’s most innovative, exciting, and enduring orchestras, the St. Louis Symphony Orchestra is the second-oldest orchestra in the country. The Grammy Award-winning SLSO maintains its commitment to extraordinary artistry, educational impact, and community engagement—all in service to its mission of enriching lives through the power of music.

Partner with the SLSO to enhance your brand and connect with arts and culture lovers across the region.

### Expand Your Reach

- **1 million+** people reached every year
- 41 million+ social media impressions and 2 million engagements
- 656,000 active website users
- 200,000+ attendees live at concerts
- 150,000+ email subscribers
- 9,000+ SLSO app installations

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### Find Your Audience

SLSO audiences reflect the diversity of the St. Louis region.

- **Highly educated** prime arts, culture, and leisure consumers.
- **Multi-generational** audience: half of SLSO households are Gen X/Millennial/Gen Z.
- Over 70% of our audience is **from the St. Louis region**.
- **Repeat attendees:** avg household attends 2.4 times per season; subscribers attend 8.4 times.
- **Diverse and growing audiences:** 86% are single ticket buyers, 14% are subscribers. On average, 40% of single ticket buyers are new to the SLSO.

# Program Book Advertising

Full-page, half-page, and quarter-page options available, with over 175,000 programs distributed across more than 100 concerts per season. Each book covers a month of performances (10–20 shows), and all ads are full color.

## Monthly Rates

	Per Book (1 month)	Half Season (4 books)	Full Season (8 books)
Full Page	\$3,000	\$2,600	\$2,200
Half Page	\$1,700	\$1,500	\$1,300
Quarter Page	\$1,000	\$850	\$725

### Premium Placement

Additional 15%, priority given to corporate partners for back cover, inside front cover, page next to the President's letter.

## Deadlines for Ad Submissions

Print-ready artwork must be emailed to your sales rep by the following date for each issue.

<b>Sep/Oct</b>	Aug 1, 2026	<b>Feb</b>	Dec 30, 2026
<b>Nov</b>	Oct 1, 2026	<b>Mar</b>	Feb 1, 2027
<b>Dec</b>	Nov 2, 2026	<b>Apr</b>	Mar 2, 2027
<b>Jan</b>	Dec 1, 2026	<b>May/June</b>	Apr 1, 2027

## Highlighted Issues

<b>Sep/Oct</b>	Featuring the season opening, two films, and more.
<b>November</b>	Celebrate the country's 250th birthday with the SLSO's Salute to America concert.
<b>December</b>	Holidays with the SLSO are a St. Louis tradition.
<b>April</b>	April honors Earth Day with concerts about water and living things for all ages.
<b>May</b>	Celebrate the 50th anniversary of the St. Louis Symphony Chorus and the finale of the classical season.

View the complete concert calendar at [slo.org/calendar](https://slo.org/calendar).

## Mechanical Requirements

	Trim Size	Live Area	Bleed
Full Page	5.375" x 8.5"	4.625" x 7.75"	5.625" x 8.75"
Spread	10.75" x 8.5" (gutter safety 0.75")	10" x 7.75"	11" x 8.75"
Half Page (V)	2.25" x 7.75"	n/a	n/a
Half Page (H)	4.625" x 3.8125"	n/a	n/a
Quarter Page (V)	2.25" x 3.8125"	n/a	n/a

All copy/bleed marks and color bars should be offset from the live/bleed area of the file.

### Accepted file formats:

- **PDF:** 300 dpi print-ready files; CMYK
- **JPEG:** 300 dpi print-ready files; CMYK

CMYK rich black should not exceed a total ink density (TIC) of 280%. All artwork must be print-ready to scale. If submitted artwork is not acceptable, you may be referred to a graphic designer.


## Questions?

Contact an SLSO Sales Account Representative:

**Lynn Pollak**  
314-503-7568  
lynp@slso.org

**Margo Cooper**  
314-369-1614  
margoc@slso.org

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“One of the most deeply moving performances I have ever experienced... Simply remarkable.”

—SLSO Patron

## Take Your Message Further— Become a Corporate Sponsor

We believe in the power of investing in our community through robust partnerships. Linking your brand with the SLSO’s extraordinary artistry, educational impact, and community engagement helps you make a meaningful impact on your community.

Sponsor benefits include high-profile brand exposure, employee and client events, ticketing initiatives, and programmatic support, ensuring that you reach a highly sought-after demographic with significant discretionary income and audiences spanning generations.

Contact us at [corporatepartners@slo.org](mailto:corporatepartners@slo.org) to learn more.



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