



2025-2026 SEASON

Season Book & Playbill Advertising Opportunities

The Monticello Opera House is celebrating over 50 years of programming! We rely heavily on our local businesses to help us bring the best of the performing arts to Monticello and Jefferson County. Not only does advertising in our Season Book show your support for our community, it also helps fund the preservation and restoration of our 130-year-old building. Please help us to continue the tradition of excellent performances in Monticello! Advertise today!

Get noticed by the customers you want!

Season Book Info:

- Monticello Opera House distributes over 3,000 of its Season Books annually to businesses, civic organizations, tourist attractions, and hotels in this region, including in Monticello, Tallahassee, Thomasville and outlying towns.

Playbill Info:

- Playbills are created for most MOH shows and a copy is given to every patron in attendance
- The Monticello Opera House has a wide variety of patrons; a majority of our audience members average between 35-75 years of age, are college educated and have disposable income.
- Annual Attendance for MOH Musical and Non-Musical Plays and Concerts: 7,000
- Tickets Sold to Attendees Outside of Jefferson County: 5,800
- Top 25 Cities of Origin of MOH Ticket Purchasers: Tallahassee, Monticello, Thomasville, Crawfordville, Lamont, Perry, Havana, Greenville, Madison, Bainbridge, Valdosta, Moultrie, Quincy, Live Oak, Panacea, Port Saint Joe, Ochlocknee, Cairo, Panama City, Marianna, Jacksonville, Tifton, Boston, Pelham, Mayo





2025-2026 SEASON | Season Book & Playbill Advertising Rates

PREMIUM ADS

SHOW SPONSORSHIP \$1,500
Full page ad in the Season Book and listing on the MOH website, your choice of show, business name prominently featured on all show promotional materials and social media, business name on the MOH Marquee Sign on the Courthouse Circle in downtown Monticello, 2 free show tickets

BACK COVER \$1,000
Full page ad in the Season Book and listing on the MOH website plus Back Cover or your choice of location in the Season Book

PLAYBILL ADVERTISING \$750
Full page ad in the Season Book and listing on the MOH website plus a quarter page ad in every Playbill of the MOH Season

NON-PREMIUM ADS

| | | |
|--------------|------------------------------|-------|
| Full page ad | 5" x 7.8452" | \$550 |
| Half page ad | 5" x 3.8333" | \$350 |
| 1/4 page ad | 5" x 1.8229" (horizontal) | \$250 |
| 1/4 page ad | 2.4063" x 3.8333" (vertical) | \$250 |
| 1/8 page ad | 5" x 0.8177" (horizontal) | \$125 |
| 1/8 page ad | 2.4063" x 1.8229" (vertical) | \$125 |
| Nonprofit* | 1/4 page ad | \$99 |

Advertising Information

Business/Individual

Primary Contact Name

Mailing Address

City, State & Zip

Phone

Email

Ad Selection

Total Due

MOH Member: Yes No

Would you like to be a MOH Member: Yes No

- Use ad on file? Yes No
- Email camera-ready, high res artwork (JPG, PDF or TIFF) to: director@monticellooperahouse.org
- Payment due with advertisement. Please make checks payable to: Monticello Opera House