

# South China Morning Post - Directory



Published in an easy-to-read format, these sections give specialised information from Monday to Saturday.

- Property, Motors and Boats, Notices and Services Guide all delivered to specialist markets for focused marketing.
- Customer ads featuring in such a focused section providing our readers an invaluable resource for these sectors.
- Published in the CITY section from Monday to Friday, and in the Business section on Saturday. To learn more about our wide range of print products, [contact us](#)

Section	Position / Size	B/W	Spot Colour	Full Colour
Property	ROP	HK\$ 221	HK\$ 254	HK\$ 288
Motors & Boats	ROP	HK\$ 228	HK\$ 262	HK\$ 297
Notices	ROP	HK\$ 221	HK\$ 295	HK\$ 444
Services Guide	Min: 3cm (H) x 3col	HK\$ 61	HK\$ 69	HK\$ 78
Services Guide	Min: 3cm (H) x 3col (30 consecutive days)	HK\$ 56	HK\$ 64	HK\$ 71
Miscellaneous	ROP	HK\$ 228	HK\$ 262	HK\$ 297
Specified Position		+20%	+20%	+20%

## ROP



54cm (H) x 10col

Minimum size for ROP is 3cm (H) x 1col unless specified  
Rates are calculated in 10 Columns unless specified

All rates are expressed in corresponding currency (HKD, USD or RMB): rates printed in WHITE BACKGROUND are total cost per insertion; rates printed in BLUE BACKGROUND are per single column centimetre.