



South China Morning Post - Main

Our new Monday to Saturday Main section is brighter, easier to navigate and features insightful and up-to-date news, analysis and commentary.

- The most widely read section of the newspaper.
- Connects our readers with relevant news, analysis, features and columns spanning Hong Kong, the Mainland China, Asia and the world.
- Daily sections include: Leading the News, Day by Day, Focus, China, Asia, World, Opinion and Insights.
- Monday to Saturday.

To learn more about our wide range of print products, [contact us](#)

| Position | Size | Remarks | B/W | Spot Colour | Full Colour |
|--|---|--|--------------|--------------|--------------|
| Front Page Solus | 21cm (H) x 3col | Non-cancellable | HK\$ 64,050 | HK\$ 85,400 | HK\$ 128,090 |
| Front Page Solus Sky Banner ^A | 5cm (H) x 7col | Non-cancellable | HK\$ 64,050 | HK\$ 85,400 | HK\$ 128,090 |
| Front Page Solus Bottom Banner | 9cm (H) x 7col | Non-cancellable | HK\$ 64,050 | HK\$ 85,400 | HK\$ 128,090 |
| ROP A | 54cm (H) x 7col | | HK\$ 105,462 | HK\$ 143,262 | HK\$ 215,082 |
| ROP B | 27cm (H) x 7col | | HK\$ 52,731 | HK\$ 71,631 | HK\$ 107,541 |
| ROP C | 36cm (H) x 5col | | HK\$ 50,220 | HK\$ 68,220 | HK\$ 102,420 |
| ROP D | 27cm (H) x 4col | | HK\$ 30,132 | HK\$ 40,932 | HK\$ 61,452 |
| Page 2 (Solus) | 27cm (H) x 4col | Non-cancellable, Full colour pre-empts B/W | HK\$ 494 | HK\$ 659 | HK\$ 988 |
| Page 3 (Solus) | 27cm (H) x 4col or 27cm (H) x 7col | Non-cancellable, Full colour pre-empts B/W | HK\$ 523 | HK\$ 698 | HK\$ 1,048 |
| Page 5 (Solus) | Min: 36cm (H) x 5col | Full colour pre-empts B/W | HK\$ 465 | HK\$ 620 | HK\$ 929 |
| Page 7 | Min: 27cm (H) x 4col | Full colour pre-empts B/W | HK\$ 443 | HK\$ 590 | HK\$ 885 |
| Back Page | Full Page | | HK\$ 422 | HK\$ 562 | HK\$ 844 |
| Centrespread | Min: 36cm (H) x 11col or 27cm (H) x 15col | | HK\$ 377 | HK\$ 503 | HK\$ 754 |
| Specified Position | Min: 27cm (H) x 4col | | HK\$ 333 | HK\$ 445 | HK\$ 666 |
| Front Half | Min: 27cm (H) x 4col | | HK\$ 313 | HK\$ 416 | HK\$ 625 |
| ROP | Min: 8cm (H) x 2col | | HK\$ 279 | HK\$ 379 | HK\$ 569 |

 advertising.scmp.com

HONG KONG +852 2565 2435
advertising@scmp.com

CHINA +86 10 6502 5109
amschinasalesteam@scmp.com

INTERNATIONAL +65 6734 8628
ams.singapore@scmp.com

Front page


21cm (H) x 3col



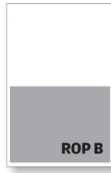
5cm (H) x 7col



9cm (H) x 7col

ROP


54cm (H) x 7col



27cm (H) x 7col



36cm (H) x 5col



27cm (H) x 4col

^ Special condition applied to this advertising position, please contact us for details.

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 27cm (H) x 4col 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.