




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

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Front page



21cm (H) x 3col



5cm (H) x 7col

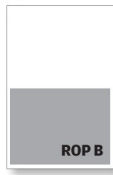


9cm (H) x 7col

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.