




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	US\$ 8,212	US\$ 10,949	US\$ 16,422
Front Page Solus Sky Banner ^A	5cm (H) x 7col	Non-cancellable	US\$ 8,212	US\$ 10,949	US\$ 16,422
Front Page Solus Bottom Banner	9cm (H) x 7col	Non-cancellable	US\$ 8,212	US\$ 10,949	US\$ 16,422
ROP A	54cm (H) x 7col		US\$ 13,608	US\$ 18,522	US\$ 27,594
ROP B	27cm (H) x 7col		US\$ 6,804	US\$ 9,261	US\$ 13,797
ROP C	36cm (H) x 5col		US\$ 6,480	US\$ 8,820	US\$ 13,140
ROP D	27cm (H) x 4col		US\$ 3,888	US\$ 5,292	US\$ 7,884
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	US\$ 63	US\$ 84	US\$ 127
Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	US\$ 67	US\$ 89	US\$ 134
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	US\$ 60	US\$ 79	US\$ 119
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	US\$ 57	US\$ 76	US\$ 113
Back Page	Full Page		US\$ 54	US\$ 72	US\$ 108
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		US\$ 48	US\$ 64	US\$ 97
Specified Position	Min: 27cm (H) x 4col		US\$ 43	US\$ 57	US\$ 85
Front Half	Min: 27cm (H) x 4col		US\$ 40	US\$ 53	US\$ 80
ROP	Min: 8cm (H) x 2col		US\$ 36	US\$ 49	US\$ 73

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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.