



## Special Ad Execution

The South China Morning Post offers highly visible, cost-effective and eye-catching solutions in our daily and Sunday editions to promote brands and products in style, and help them to fight for a share of the advertising landscape.


To learn more about the special ad execution, [contact us](#)

Special Ad Execution	Paper / Size	Format	Maximum quantity	Advertising rate	Handling charge	Production rate
Belly belt	10cm (H) x 76cm (W) (double-sided tape)		30000	¥13.0/copy	¥3.0/copy	n/a
Post Magazine front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)		full circulation only	¥252,560*	n/a	n/a
Sleeve	2-page broadsheet		full circulation	¥10.0/copy	¥1.0/copy	n/a
Sleeve	4-page broadsheet		full circulation	¥15.0/copy	¥1.5/copy	n/a
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)		30000	¥15.0/copy	¥3.0/copy	n/a
Stick-on (Main front)	14cm (H) x 14cm (W)		30000	¥17.0/copy	¥3.0/copy	n/a
Loose Insert	4-page (max) – Broadsheet		full circulation	¥4.0/copy	¥1.0/copy	n/a
Booklet Insert	40 pages (max) – A4 size		full circulation	¥6.0/copy	¥1.0/copy	n/a
6-page Panorama Sleeve	60gsm woodfree paper/ 54cm (H) x 100.9cm (W) **		full circulation	¥18.0/copy	n/a	¥2.5/copy
8-page Panorama Sleeve	60gsm woodfree paper/ 54cm (H) x 134.8cm (W) **		full circulation	¥24.0/copy	n/a	¥3.5/copy
6 pages Centrespread Panorama	60gsm woodfree paper/ 54cm (H) x 100.9cm (W) **	6-page ad	full circulation	¥14.0/copy	n/a	¥2.5/copy
		4-page ad + 2-page editorial	full circulation only	¥ 1,232,000	n/a	¥ 220,000
8 pages Centrespread Panorama	60gsm woodfree paper/ 54cm (H) x 134.8cm (W) **	8-page ad	full circulation	¥19.0/copy	n/a	¥3.0/copy
		6-page ad + 2-page editorial	full circulation only	¥ 1,881,000	n/a	¥ 275,000
		4-page ad + 4-page editorial	full circulation only	¥ 1,045,000	n/a	¥ 275,000

\* Include printing (net)

Any optional printing cost to be provided upon enquiry .

\*\*Also available in other newsprint, please contact our sales department for details

 [advertising.scmp.com](http://advertising.scmp.com)

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Bookings are non-cancellable and will be charged at 100% of the agreed rate.

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