



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	\$1.7/copy	\$0.4/copy	n/a
Post Magazine front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)		full circulation only	\$32,379*	n/a	n/a
Sleeve	2-page broadsheet		full circulation	\$1.3/copy	\$0.1/copy	n/a
Sleeve	4-page broadsheet		full circulation	\$1.9/copy	\$0.2/copy	n/a
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)		30000	\$1.9/copy	\$0.4/copy	n/a
Stick-on (Main front)	14cm (H) x 14cm (W)		30000	\$2.2/copy	\$0.4/copy	n/a
Loose Insert	4-page (max) – Broadsheet		full circulation	\$0.5/copy	\$0.1/copy	n/a
Booklet Insert	40 pages (max) – A4 size		full circulation	\$0.8/copy	\$0.1/copy	n/a
6-page Panorama Sleeve	60gsm woodfree paper/ 54cm (H) x 100.9cm (W) **		full circulation	\$2.3/copy	n/a	\$0.4/copy
8-page Panorama Sleeve	60gsm woodfree paper/ 54cm (H) x 134.8cm (W) **		full circulation	\$3.0/copy	n/a	\$0.5/copy
6 pages Centrespread Panorama	60gsm woodfree paper/ 54cm (H) x 100.9cm (W) **	6-page ad	full circulation	\$1.8/copy	n/a	\$0.3/copy
		4-page ad + 2-page editorial	full circulation only	US\$ 157,949	n/a	US\$ 28,205
8 pages Centrespread Panorama	60gsm woodfree paper/ 54cm (H) x 134.8cm (W) **	8-page ad	full circulation	\$2.4/copy	n/a	\$2.4/copy
		6-page ad + 2-page editorial	full circulation only	US\$ 241,154	n/a	US\$ 35,256
		4-page ad + 4-page editorial	full circulation only	US\$ 133,974	n/a	US\$ 35,256

* Include printing (net)

Any optional printing cost to be provided upon enquiry .

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

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

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