

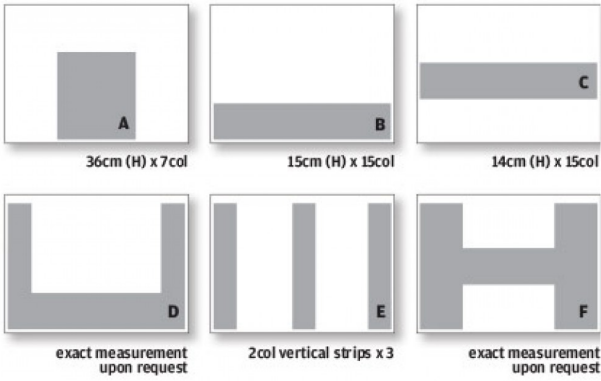


## Special Advertising Formats

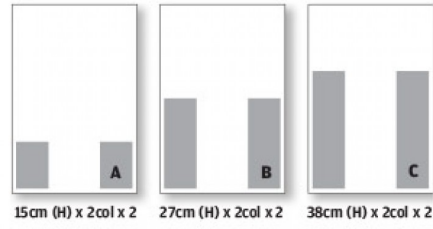
The South China Morning Post also offers innovative and attractive special advertising formats in daily and Sunday editions which help you to impress our readers. [Contact us](#) to discuss any more creative solutions you may have in mind.

Position	Size	Main	Business	City	Sunday Main
Centrespread A	36cm (H) x 7col	HK\$ 273,300	HK\$ 266,300	HK\$ 173,800	HK\$ 187,000
Centrespread B	15cm (H) x 15col	HK\$ 273,300	HK\$ 266,300	HK\$ 173,800	HK\$ 187,000
Centrespread C	14cm (H) x 15col	HK\$ 335,400	HK\$ 326,800	HK\$ 213,300	HK\$ 229,400
Centrespread D	exact measurement upon request	HK\$ 614,800	HK\$ 599,100	HK\$ 391,000	HK\$ 420,600
Centrespread E	2col vertical strips x 3	HK\$ 559,000	HK\$ 544,700	HK\$ 355,500	HK\$ 382,400
Centrespread F	exact measurement upon request	HK\$ 630,000	HK\$ 613,500	HK\$ 400,700	HK\$ 431,000
Pairs A	15cm (H) x 2col x 2	HK\$ 102,300	HK\$ 100,200	HK\$ 65,400	HK\$ 70,300
Pairs B	27cm (H) x 2col x 2	HK\$ 153,400	HK\$ 150,200	HK\$ 98,000	HK\$ 105,500
Pairs C	38cm (H) x 2col x 2	HK\$ 204,600	HK\$ 200,300	HK\$ 130,700	HK\$ 140,600
Cubes A	15cm (H) x 3col	HK\$ 102,300	HK\$ 100,200	HK\$ 65,400	HK\$ 70,300
Cubes B	38cm (H) x 3col	HK\$ 204,600	HK\$ 200,300	HK\$ 130,700	HK\$ 140,600
Floating Banners A	27cm (H) x 7col	HK\$ 143,200	HK\$ 140,200	HK\$ 91,500	HK\$ 98,400
Floating Banners B	14cm (H) x 7col	HK\$ 153,400	HK\$ 150,200	HK\$ 98,000	HK\$ 105,500
Floating Banners C	10cm (H) x 7col	HK\$ 75,800	HK\$ 74,200	HK\$ 48,400	HK\$ 52,100
L-shape A	exact measurement upon request	HK\$ 225,000	HK\$ 220,300	HK\$ 143,800	HK\$ 154,700

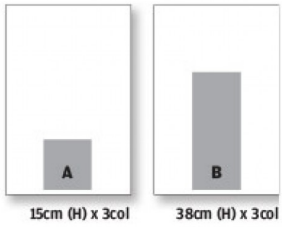
**Centrespread**



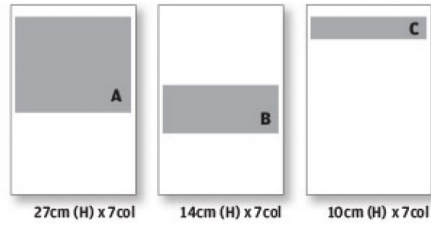
**Pairs**



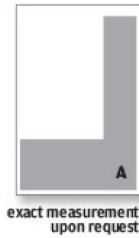
**Cubes**



**Floating banners**



**L-shape**



Remarks: The above rates are based on a full colour ROP position.  
The following loading will be applied on different prime positions:  
Other specified position: + 20%

\*All Special creative bookings are non-cancellable and will be charged at 100% of the agreed rate. Positions are subject to SCMP approval