

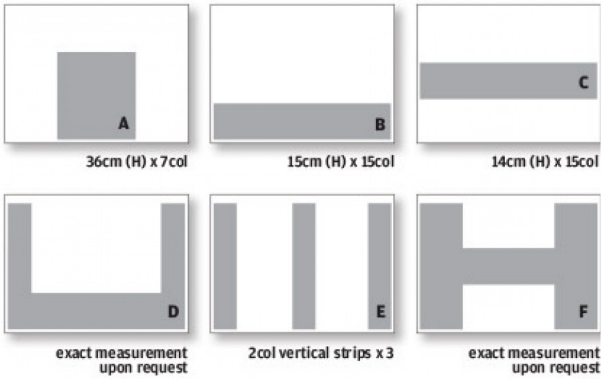


Special Advertising Formats

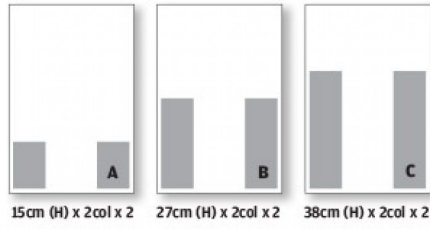
The South China Morning Post also offers innovative and attractive special advertising formats in daily and Sunday editions which help you to impress our readers. [Contact us](#) to discuss any more creative solutions you may have in mind.

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

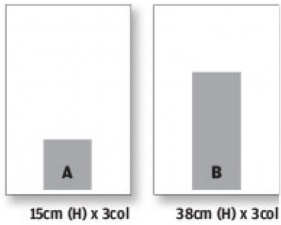
Centrespread



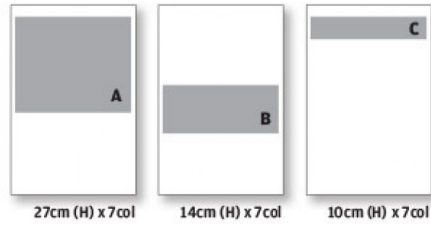
Pairs



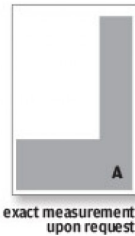
Cubes



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