

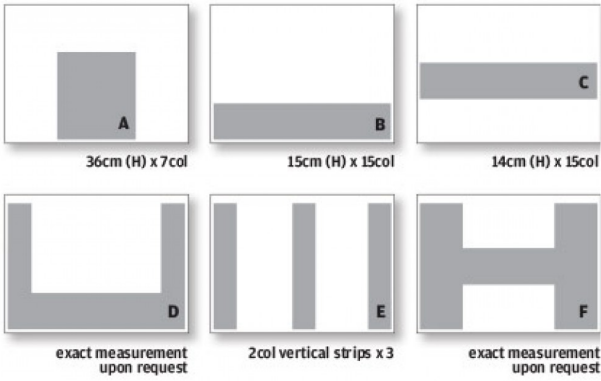


Special Advertising Formats

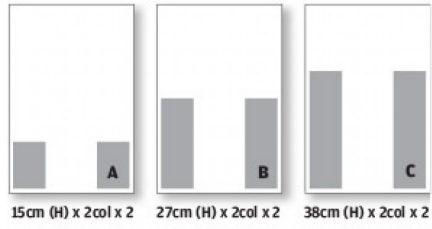
The South China Morning Post also offers innovative and attractive special advertising formats in daily and Sunday editions which help you to impress our readers. [Contact us](#) to discuss any more creative solutions you may have in mind.

Position	Size	Main	Business	City	Sunday Main
Centrespread A	36cm (H) x 7col	US\$ 35,038	US\$ 34,141	US\$ 22,282	US\$ 23,974
Centrespread B	15cm (H) x 15col	US\$ 35,038	US\$ 34,141	US\$ 22,282	US\$ 23,974
Centrespread C	14cm (H) x 15col	US\$ 43,000	US\$ 41,897	US\$ 27,346	US\$ 29,410
Centrespread D	exact measurement upon request	US\$ 78,821	US\$ 76,808	US\$ 50,128	US\$ 53,923
Centrespread E	2col vertical strips x 3	US\$ 71,667	US\$ 69,833	US\$ 45,577	US\$ 49,026
Centrespread F	exact measurement upon request	US\$ 80,769	US\$ 78,654	US\$ 51,372	US\$ 55,256
Pairs A	15cm (H) x 2col x 2	US\$ 13,115	US\$ 12,846	US\$ 8,385	US\$ 9,013
Pairs B	27cm (H) x 2col x 2	US\$ 19,667	US\$ 19,256	US\$ 12,564	US\$ 13,526
Pairs C	38cm (H) x 2col x 2	US\$ 26,231	US\$ 25,679	US\$ 16,756	US\$ 18,026
Cubes A	15cm (H) x 3col	US\$ 13,115	US\$ 12,846	US\$ 8,385	US\$ 9,013
Cubes B	38cm (H) x 3col	US\$ 26,231	US\$ 25,679	US\$ 16,756	US\$ 18,026
Floating Banners A	27cm (H) x 7col	US\$ 18,359	US\$ 17,974	US\$ 11,731	US\$ 12,615
Floating Banners B	14cm (H) x 7col	US\$ 19,667	US\$ 19,256	US\$ 12,564	US\$ 13,526
Floating Banners C	10cm (H) x 7col	US\$ 9,718	US\$ 9,513	US\$ 6,205	US\$ 6,679
L-shape A	exact measurement upon request	US\$ 28,846	US\$ 28,244	US\$ 18,436	US\$ 19,833

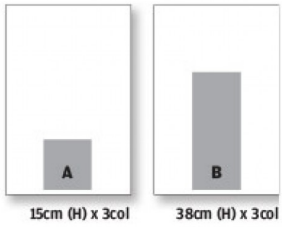
Centrespread



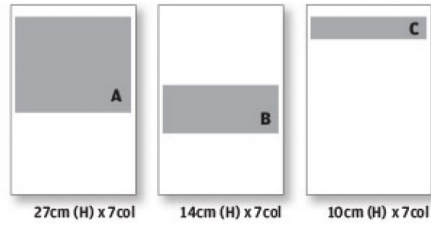
Pairs



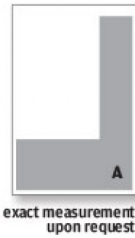
Cubes



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