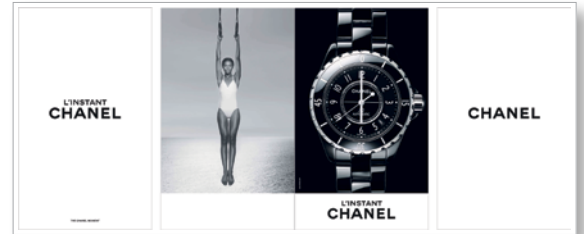


Special Ad Execution & Panorama



Envelope

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.



4-Page Centrespread Insert



Loose/ Booklet Insert



2-Page/ 4-Page Woodfree/ Art-paper Sleeve

Special ad execution

	Size	Maximum quantity	Advertising rate	Handling charge
Belly belt	10cm (H) x 76cm (W) (double-sided tape)	30,000	US\$1.7/copy	0.4/copy
Post Magazine front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)	full circulation only	32,379*	n.a.
Sleeve	2-page broadsheet	full circulation	1.3/copy	0.1/copy
	4-page broadsheet	full circulation	1.9/copy	0.2/copy
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)	30,000	1.9/copy	0.4/copy
Stick-on (Main front)	14cm (H) x 14cm (W)	30,000	2.2/copy	0.4/copy
Loose Insert	4-page (max) - Broadsheet	full circulation	0.5/copy	0.1/copy
Booklet Insert	40 pages (max) - A4 size	full circulation	0.8/copy	0.1/copy

* Include printing (net)

Any optional printing cost to be provided upon enquiry .

Panorama

	Paper/Size**	Format	Maximum quantity	Advertising rate	Production rate
6-page panorama sleeve	60gsm woodfree paper/ 54 (H) x 100.9cm (W)		full circulation	US\$2.3/copy	0.4/copy
8-page panorama sleeve	60gsm woodfree paper/ 54 (H) x 134.8cm (W)		full circulation	3.0/copy	0.5/copy
6-page panorama entrespread	60gsm woodfree paper/ 54 (H) x 100.9cm (W)	6-page ad	full circulation	1.8/copy	0.3/copy
		4-page ad + 2-page editorial	full circulation only	157,949	28,205
8-page panorama entrespread	60gsm woodfree paper/ 54 (H) x 134.8cm (W)	8-page ad	full circulation	2.4/copy	0.4/copy
		6-page ad + 2-page editorial	full circulation only	241,154	35,256
		4-page ad + 4-page editorial	full circulation only	133,974	35,256

** 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