

South China Morning Post

**ClassifiedPost**

Reaching out  
for the best  
results

OTHER **CLASSIFIED** MARKETING GUIDE **2009**

Personal Announcement  
Trading Post  
Property Notices  
Motors & Boats  
Post Services Guide  
Church Notices  
Miscellaneous  
Cinema



# Other Classified Marketing Guide

The *South China Morning Post* is Asia's world newspaper – respected internationally for its objective coverage and insights of Greater China and the region, and locally for its quality of journalism and as a platform for free thought and lively debate honed through more than one hundred years of Hong Kong's development.

Independent research shows the SCMP is an essential read for decision makers and people who influence Hong Kong business, politics, culture and society. Compared to all other newspapers in Hong Kong, the SCMP attracts the most affluent, educated and managerially senior readers.

The SCMP has a dedicated team of creative marketing professionals who can help fashion your message and maximise your reach to potential customers. We offer an unrivalled range of display formats and placings through integrated platforms spanning print, digital, outdoor and events.

The Classified Post offers the most effective print & online platforms in Hong Kong for marketing and getting your message across. Whether selling, renting, seeking, or making an announcement, you can be sure of reaching the territory's most affluent and diverse readers and business sectors.

As an integral part of the South China Morning Post - inserted daily - the Classified Post is immediately recognised for its integrity and reliability. And each of the many categories is clearly defined and displayed in respective sections of the newspapers to ensure your target audience can easily find your placement.

## Property

**Residential, Serviced Apartments...**  
Daily in Classified Post  
Wednesday in Property Post

page **14**

## Motors & Boats

**Cars for Sale, Car Hire, Car Wanted...**  
Daily in Classified Post

page **16**

## Notices

**Lucky Draw, Results, Employment Terminations, Tenders...**  
Mainly in Business Post or Classified Post, or any other section upon request

page **18**

## Post Services Guide

**Travel, Business Centres, Computer Services, Corporate Formation...**  
Daily in Classified Post

page **19**

## Cinema

**Movie listings, Cinema schedule...**  
Daily in the City section

page **20**

## Church Notices

**Worship sessions, Church gathering...**  
Daily in Classified Post

page **21**

## Personal Announcement

**Travel, Business Centres, Computer Services, Corporate Formation...**  
Daily in Classified Post

page **22**

## Trading Post

**Items for sale**  
Sunday in Classified Post

page **23**

## Miscellaneous

**Articles for Sales, Articles Wanted...**  
Daily in Classified Post

page **24**



# Brand building

Connecting with the elite

Located in the heart of Tsim Sha Tsui, **Gateway Apartments** provides luxury accommodation and 5-star service for businessmen, senior executives and expatriates with discerning tastes. A key driver of Gateway's success is its long-term brand-building partnership with the South China Morning Post, which keeps Gateway connected with the paper's affluent readers.





# Versatile performer

Core media for multiple sectors

Property giant Midland knows that only the *South China Morning Post* can reach out to an exclusive, yet valuable, audience which, for several years, has been an essential part of its clients. **Midland's property** interests span residential, commercial and industrial sectors, and Classified Post's property section is the core English-language medium for all the company's advertising needs. From regular high-profile banner ads on our residential property pages to ad hoc commercial auction notices, Classified Post has proven to be an exceptional all-round performer.

**SCMP**

**Classified Post**

 Classified Post

## Effective channel to reach target audience

**CIRCULATION**<sup>4</sup>  
**107,080**  
*South China Morning Post*

**81,827**  
*Sunday Morning Post*

**Our readership**<sup>3</sup>  
are professionals and top executives\*



**58%**

**South China Morning Post**

**READERSHIP**<sup>2</sup>  
**358,000**  
*SCMP & SMP combined*



**59%**  
own self-purchased house\*



**40%**  
own one car or more\*\*\*



**43%**  
have monthly household income of  
HK\$70,000 or more\*\*\*

# Products & Rates

## Classified Post



Monday - Sunday

Residential, Serviced Apartments, Commercial, Industrial, Overseas, China Property, Short Term Flats, Share Flats and Wanted

This section will appear in the Classified Post daily and the **Property Post** on Wednesday.

### Rates (HK\$)

		Min size specification	Rates per column cm
<b>Full Display</b>	B/W	3cm x 1col	\$209
	Spot colour	30 col cm	+15% loading
	Full colour	30 col cm	+30% loading
<b>Lineage</b>		5 lines	\$72 per line
	with photo	5 lines	+50% loading

### Special packages

#### 1. Full display

Buy 2 days and get 1 day free (within 8 days)

#### 2. Special Sunday package

By paying an extra 20% together with a full display or lineage package, you will enjoy an 80% discount for the following Sunday.

#### 3. Lineage

Buy 2 days and get 1 day free (any 3 consecutive days)

### Page size and column width

<b>Page size (H x W)</b>	540mm x 360mm
Columns to a page	10

### Column width

1 Column	34mm
2 Columns	70mm
3 Columns	106mm
4 Columns	143mm
5 Columns	179mm
6 Columns	215mm
7 Columns	251mm
8 Columns	288mm
9 Columns	324mm
10 Columns	360mm
Centrespread	735mm

### Ear Piece

#### Property Post Front Page Ear piece

Size	3cm (H) x 5cm (W)		
<b>Colour</b>	Black & White	Spot colour	Full colour
<b>One Insertion Price</b>	\$2,488	\$3,309	\$4,976

#### Property Post Back Page Ear piece

Size	2.5cm (H) x 5.5cm (W)		
<b>Colour</b>	Black & White	Spot colour	Full colour
<b>One Insertion Price</b>	\$1,660	\$2,208	\$3,320

# Property





## Classified Post



Monday - Sunday

Cars for Sale, Car Hire, Car Wanted, Car Services, Car Repairing, Motor Bikes, Parts & Accessories, Boats & Launches and Registration Numbers

This section will appear in the **Classified Post** daily.

# Motors & Boats

### Rates (HK\$)

		Min size specification	Rates per column cm
<b>Full Display</b>	B/W	3cm x 1col	\$209
	Spot colour	3cm x 1col	+15% loading
	Full colour	3cm x 1col	+30% loading
<b>Lineage</b>		5 lines	\$72 per line
	with photo	5 lines	+30% loading

### Special packages

1. Full display: Buy 2 days and get 2 days free (within 8 days)
2. Special Sunday package: By paying an extra 20% together with a full display or lineage package, you will enjoy an 80% discount for the following Sunday.
3. Lineage: Buy 2 days and get 2 days free (within 8 days)

### Page size and column width

<b>Page size (H x W)</b>	540mm x 360mm
Columns to a page	10

### Column width

1 Column	34mm
2 Columns	70mm
3 Columns	106mm
4 Columns	143mm
5 Columns	179mm
6 Columns	215mm
7 Columns	251mm
8 Columns	288mm
9 Columns	324mm
10 Columns	360mm
Centrespread	735mm

# Classified Post



Monday - Sunday

Lucky Draw Results, Employment Terminations, Tenders, Auctions and Lost & Found

\* For the details of Corporate Announcements, IPO Announcements & Investor Relations Articles, please refer to Notices Sales kit OR contact our sales representatives.

These notices can be placed mainly in the **Classified Post**, or any other section upon request (Note: specific section loading at 30% on top of rates in Business section maybe charged).

Rates (HK\$)		Min size specification	Rates per column cm
<b>Full Display</b>	B/W	3cm x 1col	\$203
	Spot colour	68 col cm	\$270
	Full colour	68 col cm	\$406

**Page size and column width**

<b>Page size (H x W)</b>	540mm x 360mm
Columns to a page	10

**Column width**

1 Column	34mm
2 Columns	70mm
3 Columns	106mm
4 Columns	143mm
5 Columns	179mm
6 Columns	215mm
7 Columns	251mm
8 Columns	288mm
9 Columns	324mm
10 Columns	360mm
Centrespread	735mm

# Notices

Monday - Sunday

Travel, Business Centres, Computer Services, Corporate Formation, Domestic Employment, Transportation, Immigration, Interior Decoration, Healthcare & Removals, etc

This section will appear in the **Classified Post** daily.

Rates (HK\$)	Min size specification	Rates per column cm
<b>Post Services Guide</b>	1.5cm x3col	\$6,300 per unit 30 consecutive days



# Post Services Guide



# Classified Post



Monday - Sunday

Movie Listings, Cinemas' Schedule, Premier Shows and more

This section will appear in **City section** daily.

Rates (HK\$)	Min size specification	Rates per column cm
Cinema	3cm x 1col	\$50

**Page size and column width**

Page size (H x W)	540mm x 360mm
Columns to a page	9

Column width	
1 Column	38mm
2 Columns	78mm
3 Columns	119mm
4 Columns	159mm
5 Columns	198mm
6 Columns	240mm
7 Columns	279mm
9 Columns	360mm

# Cinema

Monday - Sunday

Worship Sessions, Church Gathering, Charity Donation etc

This section will appear in the **Classified Post** daily.

Rates (HK\$)	Min size specification	Rates per column cm
Church Notices	3cm x 1col	\$41

**Page size and column width**

Page size (H x W)	540mm x 360mm
Columns to a page	9

Column width	
1 Column	38mm
2 Columns	78mm
3 Columns	119mm
4 Columns	159mm
5 Columns	198mm
6 Columns	240mm
7 Columns	279mm
9 Columns	360mm



# Church Notices



## Classified Post



Monday - Sunday

Anniversaries, Acknowledgements, Adoptions, Births, Birthday Greetings, Engagements, Marriages, Deaths, Funeral Notices, In Memoriam and Prayers

These announcements will be placed in the **City section** daily.

### Rates (HK\$)

	Min size specification	Rates per column cm
Full display	3cm x 1col	\$235
Lineage	5 lines	\$78 per line

### Page size and column width

Page size (H x W)	540mm x 360mm
Columns to a page	7

### Column width

1 Column	48mm
2 Columns	100mm
3 Columns	152mm
4 Columns	204mm
5 Columns	256mm
6 Columns	308mm
7 Columns	360mm
Centrespread	735mm

Sunday

Wanted to Sell and Wanted to Buy

This section will only appear in the **Classified Post** on Sunday.

### Rates (HK\$)

	Min size specification	Rates per column cm
Full display	2cm x 1col	\$60
Lineage	3 lines	\$20 per line

### Special package

Buy 1 get 1 day free on the following Sunday

\* Articles must be under \$5,000, the price of the goods must be mentioned in the advertisement.

### Page size and column width

Page size (H x W)	540mm x 360mm
Columns to a page	10

### Column width

1 Column	34mm
2 Columns	70mm
3 Columns	106mm
4 Columns	143mm
5 Columns	179mm
6 Columns	215mm
7 Columns	251mm
8 Columns	288mm
9 Columns	324mm
10 Columns	360mm
Centrespread	735mm



# Personal Announcements

# Trading Post





## Classified Post



Monday - Sunday

Articles for Sales, Articles Wanted, Business to Business, Education, Tuition and Auctions

This special will appear in the **Classified Post**.

# Miscellaneous

### Rates (HK\$)

		Min size specification	Rates per column cm
<b>Full Display</b>	B/W	3cm x 1col	\$209
	Spot colour	30 col cm	+15% loading
	Full colour	30 col cm	+30% loading
<b>Lineage</b>		5 lines	\$72 per line

### Special packages

- 1. Full display:** Buy 2 days and get 1 day free (within 8 days)
- 2. Special Sunday package:** By paying an extra 20% together with a full display or lineage package, you will enjoy an 80% discount for the following Sunday.
- 3. Lineage:** Buy 2 days and get 1 day free (any 3 consecutive days)

### Page size and column width

<b>Page size (H x W)</b>	540mm x 360mm
Columns to a page	10

### Column width

1 Column	34mm
2 Columns	70mm
3 Columns	106mm
4 Columns	143mm
5 Columns	179mm
6 Columns	215mm
7 Columns	251mm
8 Columns	288mm
9 Columns	324mm
10 Columns	360mm
Centrespread	735mm

**Effective Advertising**

## Special ad options



### Ear Piece

Take pride of place at the top of the page on the front of our Property and Classified Post sections with these high-profile and extremely cost-effective special advertising spots.



### Banner

Span the top of the page or draw a line at the bottom - either way a full width horizontal strip ad is in prime position to catch the attention of our readers.

### Integrated advertising - Print plus online

Get the two best classified advertising platforms in Hong Kong working for you when you combine Classified Post with classifiedpost.com to get the ultimate coverage in print and online.

## Tips for making an impact

### 1) Keep it simple

Make your ad easy to read. Use a coherent layout that guides readers from the headline to your key message and, finally, to the call for action. Use simple fonts and leave lots of white space.



### 2) Think big

Maximise your impact with a maximised ad. There's no better way to make sure you are seen than a big ad - you'll dominate the page, you'll have plenty of room for your message, and you'll usually be placed higher up the page.



### 3) Write attention-grabbing headlines

Your headline is what stops the reader turning the page and makes them read your ad. Make sure it clearly appeals to your target. It can be obvious, amusing or intriguing, but it must be relevant and compelling enough to make them want to read on.



**4) Use pictures and creative formats**

An arresting image or unusual creative format can really stop readers in their tracks and set the tone for your advertising message. As with headlines, your images can be fun, exciting or intriguing. Just make sure that they complement the main message of your ad.



**5) Make it colourful**

Colour really makes your ad stand out on a page of black and white. Colour - especially full colour - also makes your ad, and by association your company or brand, look more impressive, more sophisticated and therefore more appealing.



**6) Call for action**

Let readers know what you want them to do. Make it easy to take action with an e-mail address, telephone number or website. Create a sense of urgency to motivate readers to take action NOW!



**Discounts & Booking details**



## Annual contracts

### Upfront contract

#### Minimum net spending\*

HK\$380,000
HK\$760,000
HK\$1,600,000
HK\$2,950,000
HK\$5,600,000
HK\$8,000,000 and above

#### Discount (%)

2.5
4.0
6.0
8.0
10.0
15.0

### Rebate contract

#### Net spending\*

HK\$400,000 - \$800,000
HK\$800,001 - \$1,700,000
HK \$1,700,001 - \$3,200,000
HK \$3,200,001 - \$6,300,000
HK \$6,300,001 - \$9,500,000
Over \$9,500,000

#### Rebate (%)

2.5
4.0
6.0
8.0
10.0
15.0

\*After special offers or promotions

## Page size and column width

### Classified Post

Page size (H X W)	
Saturday section one	41 cm X 36 cm
Saturday other sections	49 cm X 36 cm
Weekdays	49 cm X 36 cm
Inside page	54cm X 36 cm
Columns to a page	10

#### Column width

1 column	3.4cm
2 columns	7.0cm
3 columns	10.6cm
4 columns	14.3cm
5 columns	17.9cm
6 columns	21.5cm
7 columns	25.1cm
8 columns	28.8cm
9 columns	32.4cm
10 columns	36.0cm
Centrespread	73.5cm

### Business section

Page size (HXW)	54cm X 36 cm
Columns to a page	7

#### Column width

1 column	4.8 cm
2 columns	10.0 cm
3 columns	15.2 cm
4 columns	20.4 cm
5 columns	25.6 cm
6 columns	30.8 cm
7 columns	36.0 cm
Centrespread	73.5 cm

## Mechanical details

### Film requirements

Printing method	Web Offset Litho
Screen	100 lpi

#### Materials

Black & white	One piece positive film, emulsion down
Spot/full colour	Positive film, right reading, emulsion down

#### Colour separation guidelines

- Application of PCR techniques with a maximum aggregate colour laydown not exceeding 250% in any single area of the illustration is recommended.
- All separations must compensate for the dot gain profile on newsprint (approx. 25% - 28%).
- Screen ruling 100 lpi.

#### Proofing guidelines

- Progressive colour proofs should be supplied on 48.8 gsm newsprint.
- Proofing direction of the advertisement should correspond with the running direction of the press.
- Colour sequence of proofing should follow the ink sequence on the press: magenta, cyan, yellow and black.
- Proofing densities for each colour should match the actual density on the press.

#### Process colour

	<b>Max. solid density at 65,000 CPH</b>
Magenta	0.68
Cyan	0.70
Yellow	0.68
Black	0.98
(Measured on Dainippon Screen DM400 densitometer)	

- The ink used for proofing should match the colour set established for the press. Proofing houses can obtain quantities of the required process colours from the *SCMP* at cost.
- Proofs that do not meet the basic criteria outlined above will be misleading and the *SCMP* will not be responsible for such that are unsuitable for press reference.

### Digital formats for film output & electronic transmission requirements

The graphic & design department of the *South China Morning Post* will only accept files in the following digital formats:

#### 1) Digital working files

- Adobe Illustrator Version 9.0 to CS2
- Adobe InDesign CS2
- Macromedia Freehand Version 9.0C to MX

Important:

- All fonts/images/graphics must be submitted together with all digital working files.
- Copy/text within the digital working file(s) can be converted to path/outline graphics to avoid font substitution problems.
- All embedded images should be in EPS/tiff/jpg/bitmap formats at a 250dpi resolution.\*
- All files should be in Mac format, PC format files are not guaranteed for correct film output.
- Files in MS Word/Excel/PowerPoint/CorelDraw formats will not be accepted.
- If original design is done in Quark Express, those files must be converted into PDF or EPS format before uploading.

#### 2) Acrobat PDF Files

- All fonts are required to be fully embedded into the file (100%) or outlined.
- All images should have a resolution of 300dpi\*.

#### 3) Colour samples

Colour samples must be provided for all digital files.

#### 4) EPS Files

- Files can be in Photoshop EPS or EPS exported from the software mentioned in section 1 above.
- All fonts should be outlined.
- All images should have a resolution of 300dpi\*.

#### 5) Timing

For all digital files requiring colour separations plus proofing by the *SCMP*, a minimum of 3 days prior to publication date will be needed.

**6) Colour space**

All digital files including images and graphics for colour separation must be saved in CMYK colour space.

**7) Electronic transmission (via internet)**

Artwork saved to file(s) in formats suggested above can be uploaded via our server at [www.adupload.classified.com](http://www.adupload.classified.com).

Instructions to sales executives (date of publication, colour and size of advertisement, telephone number, etc.) should be included together with saved file(s) as attachment(s).

\* This refers to the resolution of the digital picture files that apply to actual printing on paper. Since the computer calculates resolution in dpi (pixel/dot per inch) while film output for printing calculates in terms of lpi (line per inch), there will be a difference between the two terms. For the sake of better understanding for those who are not familiar with these terms, when outputting films from digital files, we only accept picture files (CMYK/B&W) in the resolution of 250dpi in its actual size.

**Deadlines****Bookings**

Written confirmation of orders must be received by the display advertising department no later than 5 pm 3 days prior to publication.

All bookings are subject to availability.

**Materials**

All materials must be delivered to the display advertising department:

Digital files	3 days prior to publication
(requiring proofing by the <i>SCMP</i> )	
Full colour	2 days prior to publication
Black & white/spot	3 pm on day before publication
for Monday insertion	Saturday, 12 noon

**Cancellation**

2 working days before publication

**Bookings and Enquiries****Contact us**

Booking enquiries:	2565 8822
Customer services:	2680 8333
Billing enquiries:	2680 8332
Box replies:	2680 8383
Fax:	2565 7272
E-mail:	<a href="mailto:classified@scmp.com">classified@scmp.com</a>

**Hours of operation**

Monday - Friday:	9am - 6pm
Saturday:	9am - 1pm

**South China Morning Post Head Office**

Classified Advertising  
3rd Floor, Morning Post Centre, 22 Dai Fat Street, Tai Po industrial Estate  
New Territories, Hong Kong  
Tel: 2565 8822 Fax: 2565 7272

**Working hours**

Monday - Friday: 6pm Saturday: 1:00pm

**South China Morning Post City Office**

Classified Advertising  
15th Floor, Somerset House, TaiKoo Place, 979 King's Road  
Quarry Bay, Hong Kong  
Tel: 2565 2329 Fax: 2565 2320

**Working hours**

Monday - Friday: 6pm Saturday: Closed

**Terms of business**

- All advertisements are placed and all orders are accepted subject to the terms and conditions as hereinafter set out provided that *South China Morning Post* Publishers Limited (SCMP) expressly reserves its right to amend, vary, replace or cancel any of such terms and conditions without prior notice to the advertiser and the advertiser is deemed to have express knowledge of and be bound by such terms and conditions. No terms sought to be applied by the advertiser to any order for advertising shall be binding upon SCMP. Advertising orders for space will not be considered as contracts.
- SCMP reserves the right to reject, decline or refuse to publish in whole or in part or to amend any advertisement with or without notice to the advertiser where in its sole opinion it considers necessary or desirable, and SCMP shall not in any way be liable for any loss or damage arising as a result of non-publication or amendment as aforesaid (nor shall any refund of or deduction from the costs of the advertisement or any other compensation be granted by SCMP to the advertiser in the event of such non-publication or amendment). SCMP accepts no liability whatsoever for any omission or inaccuracy or failure of colour printing in any published advertisement whether or not a proof has been supplied and whether or not such omission or inaccuracy or failure is attributable to the neglect or default of SCMP, its employees, agents and contractors. Where the advertiser requires that its name and address or other information shall not be disclosed and SCMP shall have been so notified by the advertiser on placement of its order SCMP shall use reasonable endeavours to ensure the same but shall not be liable for any disclosure unless such disclosure is made with the express knowledge or authority of SCMP.
- SCMP shall have the absolute right at any time to determine, adjust or vary the rate of charges and classification applicable to all advertisements placed. Published rates and charges are those set out on any order form or acknowledgement may be varied by SCMP at any time without notice prior to invoicing. Quotations given by SCMP shall not in any way be binding on SCMP.
- Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on SCMP's part to publish the same either at all or on any specified date or dates. SCMP shall not be liable for any loss, costs or expenses incurred by non-publication (including non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of SCMP) or by publication of an advertisement cancelled in accordance with provisions of Clause 8 hereof or publication on a date or position or manner materially different from that specified by the advertiser on placement of its order. SCMP's liability shall in case of non-publication be limited to refund of the charge of the advertisement and in all other cases as aforesaid SCMP shall have the option either to grant a refund of such proportion of the charge as shall in SCMP's sole opinion be reasonable or in lieu of such refund and at SCMP's absolute discretion to publish the advertisement as soon as reasonably practicable. In the case of colour advertisements, publication shall be deemed correct unless more than 10% of copies circulated have incorrect colour(s). The advertiser shall be obliged to furnish SCMP with reasonable evidence of this within 48 hours of publication.
- SCMP shall use reasonable endeavours to accept orders if they are received at the location and by the time specified by SCMP from time to time for that type of advertisement. All advertisement copy and artwork must be received by the latest receipt time specified by SCMP which may be varied by SCMP without notice and SCMP shall have the right to refuse to accept any orders or to decline or refuse to publish any orders if the advertisement copy and artwork of such orders shall not have been received by SCMP by the latest receipt time as aforesaid nor shall SCMP be liable for any loss or damage arising as a result of non-publication hereunder.
- Advertisements of certain sizes and shapes only are normally accepted but advertisements of other sizes and shapes may be accepted subject to special terms.
- SCMP shall take reasonable steps to ensure that competitive advertising does not appear on the same page or facing pages. However due to space limitations no assurance of any kind can be given and SCMP shall not be under any liability whatsoever if the same occurs.
- Cancellations will be accepted if noticed in writing by the advertiser and received by SCMP at its Head Office before the time specified by SCMP from time to time as the order deadline in accordance with the provisions of Clause 5 hereof.
- Artwork for advertising material must be fully pasted up and presented to SCMP as positive film. Large areas of solid black may be stripped or lined at SCMP's absolute discretion.
- Late delivery of copy/artwork or non-compliance with cancellation procedures specified as aforesaid will result in forfeiture of the space booked and, in addition, SCMP shall have the express right to recover from the advertiser the full cost of the advertisement or other placed.
- SCMP shall not accept any responsibility for damage to or loss of artwork or any other documents or material supplied for the purpose of an advertisement. Advertising material not claimed within three months of the publication date or proposed publication date will be disposed of without further notice.
- The advertiser and/or its advertising agent(s) shall indemnify and keep indemnified SCMP in respect of all loss, damage, costs and expenses including legal fees arising directly or indirectly from the publication of an advertisement on instructions from the advertiser and/or its advertising agent(s). In any case where a claim is or may be made or threatened against SCMP, SCMP will give notice in writing to the advertiser and will take reasonable steps to consult with the advertiser before any claim is settled, defended or otherwise determined provided that a failure to consult shall not affect the advertiser's liability hereunder.

## DISCOUNTS & DETAILS

13. The submission of an advertisement constitutes a warranty by the advertiser to SCMP that it has all necessary authorities and permissions for the insertion thereof and that the advertisement or any part thereof or the publication of the advertisement does not in any way contravene, violate or constitute a breach of any laws of Hong Kong or any restrictions or prohibitions imposed by the relevant Government authorities or otherwise and the advertiser shall indemnify SCMP in respect of any breach of this clause in accordance with the provisions of Clause 12 hereof.
14. All cheques, money-orders, etc. should be made payable to *South China Morning Post* Publishers Limited. Rates are expressed in HK dollars but SCMP shall be entitled to receive payment in other currencies, the rate of conversion to HK dollars for payment shall be determined by SCMP from time to time.
15. The advertiser shall be invoiced at SCMP's discretion either upon publication or monthly unless otherwise specified by SCMP. Terms of payment are net 30 days from the month of invoice. SCMP shall have the right to charge interest on any outstanding payment after the due date (without any further notice) at the rate of one percent (1%) per month from date of invoice on outstanding balance to date of receipt of payment by SCMP and in addition SCMP shall also be entitled to recover from the advertiser any costs and expenses (including all legal fees) incurred by SCMP in recovering any outstanding payment and interest thereon.
16. Subject to the terms upon which advertising agents are recognized by SCMP, such agents will be entitled to agency commission of fifteen percent (15%) on all rates.
17. The advertiser is liable at all times for payment of all advertising charges. Where a recognized advertising agent substitutes its order for that of the original advertiser or requires invoices addressed to the advertising agent, SCMP shall hold the agent and the original advertiser jointly and severally liable hereunder.
18. Any claims pursuant to these terms must be made by the advertiser in writing within 48 hours after publication or date of agreed publication to the Classified Advertising at *South China Morning Post*, 3rd Floor, Morning Post Centre, 22 Dai Fat Street, Tai Po Industrial Estate, New Territories, Hong Kong and unless such claims shall have been received by SCMP within the time limit as aforesaid, all claims by the advertiser pursuant to the terms and conditions hereof shall be deemed to have been waived by the advertiser.
19. The advertiser and/or its advertising agent(s) agrees that SCMP may set off or transfer any sum outstanding to the credit of any one or more such accounts maintained by the advertiser and/or its advertising agent(s) in or towards satisfaction of any of the advertisers and/or its advertising agent(s) liabilities to SCMP or in any other respect whatsoever whether such liabilities be present or future, actual or contingent, primary or collateral and several or joint. The advertiser and/or its advertising agent(s) waives all rights of subrogation and agrees not to claim any set off or counter claim against any other person liable or to prove in competition with SCMP in the event of the insolvency of such person or to have the benefit of or share in any outstanding debt receivable by SCMP. For the purpose of this Clause, the definition of SCMP shall be deemed to include its holding, subsidiary, fellow subsidiary, associated and affiliated companies.
20. Not all sections of all newspapers are sent to all readers.

**ClassifiedPost**  
www.classifiedpost.com

**South China Morning Post Publishers Limited**  
3rd Floor, Morning Post Centre, 22 Dai Fat Street, Tai Po Industrial Estate, New Territories, Hong Kong

**Classified Advertising Department**  
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