

CONTENTS

- Pg: 2 - 7** ■
Corporate Profile
The Star & Sunday Star
Magazines
- Pg: 8 - 10** ■
Online Portals
The Star's Network
Network / Offices
- Pg: 11** ■
Technical Data
Deadlines
- Pg: 12** ■
Prime Positions
- Pg: 13 & 14** ■
Ad Rates - Display
- Pg: 15 - 21** ■
Ready Reckoner - Display
- Pg: 22** ■
Ad Rates - Classifieds
- Pg: 23 - 27** ■
Ready Reckoner - Classifieds
- Pg: 28 - 34** ■
Fixed Positions
- Pg: 35** ■
Life Inspired
- **Pg: 36**
Red Tomato
- **Pg: 37**
Magazines - Galaxie
- **Pg: 38**
Magazines - Kuntum
- **Pg: 39**
Magazines - Shang Hai
- **Pg: 40**
Magazines - Flavours
- **Pg: 41 - 48**
The Star Online/StarJobs
- **Pg: 49 - 53**
Radio
- **Pg: 54 - 56**
StarSpecials
- **Pg: 57 & 58**
Promotions Guidelines
- **Pg: 59 - 62**
Terms and Conditions
- **Pg: 63**
Colour Separations
Material Requirements
- **Pg: 64**
Late Material Submission Charges

CORPORATE PROFILE

The Star has been a part of Malaysians' lives for over four decades. Our vision - to be a leading and innovative media group with various touch points to connect with the people - continues to be the driving force behind our commitment to offer better products and services to you, our customers.

As the leading English daily read by over 1.5 million Malaysians, the years, we have progressively grown into the realm of broadcast and digital media.

To complement the content development and media platforms we have ventured into, The Star continues to play a pioneering role in bringing events and exhibitions to the Malaysian audience (Star Events, Cityneon & CNM Events) while at the same time investing in talent development through our leadership development arm (Leaderonomics Sdn Bhd). CNM Events owns and manages the successful and popular Perfect Livin exhibitions.

As The Star enters its fifth decade, we remain steadfast in our commitment to bring to you content that drives action. And to tell stories that must be told, because they have the power to inspire.

MILESTONES - Through The Decades

1971-1980

- Star Publications was founded, with its HQ in Weld Quay, Penang.
- The Star, a provincial tabloid, hit the newsstands for the first time in the north. The Star graduated from a regional newspaper to a national daily.

1981 – 1990

- Star Publications moved its HQ to Brickfields, KL and later to Section 13, Petaling Jaya.
- Star Publications began publishing a series of Magazines – Kuntum, Shang Hai, Galaxie and Flavours.

1991 – 2000

- The Star Online was launched
- Star publications was listed on the main board of the Kuala Lumpur Stock Exchange
- The Star became a member of the Asia News Network (ANN)
- Star Publications relocated its HQ to Menara Star, Section 16, Petaling Jaya.



CORPORATE PROFILE

2001 – 2010

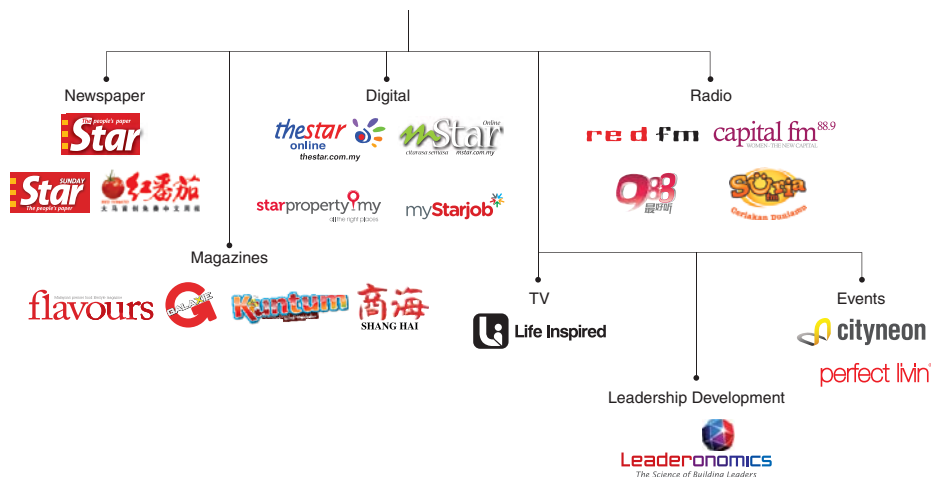
- **Star Media Hub** in Shah Alam and **Star Northern Hub** in Bayan Lepas, Penang began operations.
- The Asian Centre for Media Studies Sdn Bhd (ACMS) was established
- Star Publications acquired **Star RFM Sdn Bhd** (Red FM and 988) and **Rimakmur Sdn Bhd** (Suria FM) radio stations.
- The Star e-paper became a reality
- The Star introduced **SMS News Alerts** and a podcasting service for mobile users.
- The Star launched Bahasa Malaysia news channel **mStar**.
- ACMS and The Star launched the Global Malaysians Network
- The Star Mobile News Services and Mobile portal were launched.
- The Star Sarawak was launched, and printing of the newspaper began in Kuching, Sarawak.

2011 - Present

- The **Star's iPad** application was launched
- The Star Publications office in Ipoh moved into their new double-storey address in May.

- The Star celebrates **40 years of inspiring people**.
- The Star ventures into TV with **Life Inspired (LiTV)**, a high-definition (HD) pan-regional lifestyle TV channel, which is available 24 hours on Channel 728 Astro Beyond.
- The Star received the **Silver award** (Media & Entertainment category) at the **Putra Brand Awards** for 3 consecutive years (2010-2012).
- The Star launched **iSnap**, with augmented reality features, enabling readers to interact with advertisements and articles.
- The **Star ePaper** was re-launched with fresh, new and current features, giving readers more ways to enjoy The Star newspaper.
- The Star acquired a majority stake in publisher Red Tomato Media Sdn Bhd. **Red Tomato** is a free Chinese weekly tabloid distributed nationwide. The acquisition expands Star Publications' footprint in the media industry and complements its portfolio of media entities. It is also the group's first venture into the free newspaper model.
- The Star's new English radio station **Capital FM** was launched on the airwaves with a new identity and personality, targeted predominantly at women.

STAR MEDIA GROUP



THE STAR & SUNDAY STAR



The Star and Sunday Star have evolved over the years in its efforts to maintain its position as the leading English daily in Malaysia. Star Publications has made substantial investments in these past few years to upgrade its printing capabilities. With the introduction of state-of-the-art printing facilities in July 2005, The Star is now able to offer more colour pages as well as creative options.

The Star comprises the Main Paper, StarBiz/ StarBizWeek and Star2. The Main Paper covers the latest in both local, international as well as sporting news, while StarBiz / StarBizWeek offers a comprehensive coverage of business developments, market trends, financial reports and updates in the stock market. Star2 features lifestyle, entertainment, health, parenting, social etiquette, environment, fashion and many more interesting reads.

StarMetro published from Mondays to Saturdays, in Central, North, South & East and Sarawak editions, focuses on community-based stories as well as happenings in the respective regions. StarMetro Central covers Selangor, KL and Seremban; StarMetro North covers Penang, Perlis, Kedah, Kelantan (except Gua Musang) and parts of Perak (Ipoh, Sitiawan, Kampar and Tapah) and parts of Terengganu (K. Terengganu, Jerteh, Kampong Raja); StarMetro South & East covers Johor, Malacca, N. Sembilan (except Seremban), Pahang, parts of Kelantan (Gua Musang), parts of Perak (Teluk Intan, Bidor, Sungkai, Slim River & Tanjung Malim), parts of Terengganu (Dungun, Kerteh, Cukai) & Sabah and StarMetro Sarawak covers Kuching, Sibul, Miri, Bintulu & other parts of Sarawak. (Refer to the map on page 6 for a visual of the editions).

Other offerings include:



automania.my (every Thursday) covers the latest automobile launches and features in the market as well as worldwide trends in the automotive industry.



R.AGE (every Friday) is dedicated to teenagers and university students. It features typical college issues (eg "Why can't I get a date?") and covers youthful interests like bands, fashion, shopping and football.



StarBizWeek (every Saturday) carries scoops on market developments and issues affecting the Malaysian business fraternity. The focus includes entities in Bursa Malaysia, as well as "hidden jewels" among new start-ups.



Star2 on Saturday Love exploring the rugged plains of a far-off somewhere? Find out exciting destinations, great honeymoon spots, quaint lodges with fun things to do and outdoor activities with Star2 on Saturday. Hobbies, new-age interests and anything with a Saturday slant is captured in this fun pullout that gives you ideas for a great weekend outdoors.



myStarjob.com Career Guide, published online and every Saturday in The Star, brings the latest news on industries, career tips, and aspects on developing one's career while also showcasing companies/establishments.



Star2 on Sunday Love reading up on celebrity gossip? Get your fix with Star2 on Sunday. Covering fashion, news, gossip and profiles on celebrities, you'll be ahead on the latest stars, movies, music and concerts.

THE STAR & SUNDAY STAR



StarEducate (Every Sunday) is popular among students and parents as it carries articles on the education scene in Malaysia.



For fashion exposé, **Clove**, is a fun read published every Sunday of the month. Covering beauty, fashion, lifestyle and everything lovely, this pullout is an excellent avenue for clients who want magazine-type of exposure in a newspaper.



Fit4life (every Sunday) covers the latest news, medical developments, experiences, opinions by medical experts and all-around health related events that keep readers updated on their health and the industry. This pullout which was once more favoured by matured adults is now fast gaining popularity among young adults, who are now taking a keener interest in beauty and health. An enjoyable read that is both educational and interesting.

Monthly sections include:



Homeowners will find the **Star Homes** an indispensable pullout that sheds light on every corner of your little castle. Out on the third Sunday of the month, this Star Special is an ideal marketing platform for those who wish to get the word out on versatile home improvement ideas and products.

This popular pullout helps all clients within the home industry, from flooring to pest control. Whether you are a major player or a new player, this pullout is a must to get the word out on your business.



Also on the fourth Sunday of the month is the **Home & Living StarSpecial**. It is a complete home improvement guide that takes readers to ultimate home bliss, where everything ranging from flooring material to the latest food detoxifier and pest control gadgets are there with just a flip of the page.



BMS Indulge Want to know what's hot in pharmacies, health trends and beauty? This pullout attracts top brands from the health and lifestyle industry and is a constant must for various organizations' ad campaign. Readers love it for its interesting content and get the latest on supplements, nutrition, beauty essentials and activities. (5th Sunday)



OTHERS

StarSpecials are supplements made specifically for advertisers to educate and entice readers on their product or service and then sell. Carrying different themes like Woman's World, Body, Mind & Soul, Education Guide, Homes, Parenting, Dining Out, Holiday Treats and many more, clients have reported great response and increased awareness after advertising in StarSpecials. Not surprisingly, clients come in for as many related supplements to maximise sales.

With a team of interesting and quirky writers, the StarSpecial team will set out to write a good story on your company's product or service when you advertise here.

THE STAR & SUNDAY STAR

Readership of The Star and Sunday Star

	<u>DAILY</u>	<u>SUNDAY STAR</u>
The Star	1,286,000	1,175,000
The Star Metro Central	1,005,000	N/A

Source: Nielsen Media Index (1st July 2011 - 30th June 2012)

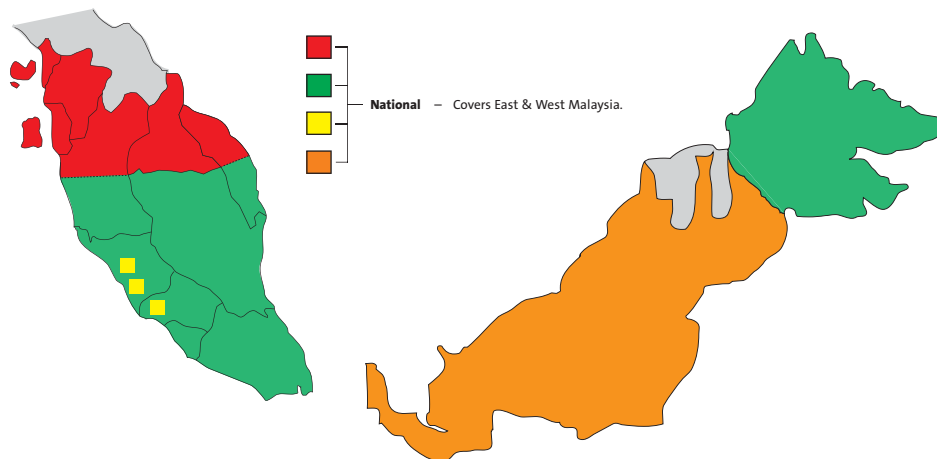
Circulation of The Star and Sunday Star

The Star	298,288	300,431
Metro Central	194,890	N/A

Source: Audit Bureau of Circulations (Malaysia) (1st Jan 2012 - 30th June 2012)

Distribution & Edition

- **StarMetro North** (Mon - Sat) – Covers Penang, Perlis, Kedah, Kelantan (except Gua Musang) and parts of Perak (Ipoh, Sitiawan, Kampar, Tapah, Teluk Intan & Bidor) and parts of Terengganu (K. Terengganu, Jerteh, Kampong Raja)
- **StarMetro South & East** (Mon - Sat) – Covers Johor, Malacca, N. Sembilan (except Seremban), Pahang, parts of Kelantan (Gua Musang), parts of Perak (Teluk Intan, Bidor, Sungkai, Slim River & Tanjung Malim), parts of Terengganu (Dungun, Kerteh, Cukai) & Sabah
- **StarMetro Central** (Mon - Sat) – Covers the whole of Selangor, Kuala Lumpur, Seremban and Port Dickson
- **StarMetro Sarawak** (Mon - Sat) – Kuching, Sibul, Miri, Bintulu & other parts of Sarawak



MAGAZINES

Malaysia's premier food & lifestyle magazine
flavours

Putting a dash of flavour in your life, with local and international recipes, articles on homeware, lifestyle and décor, snippets on nutrition, and ideas on entertaining.

Published monthly

Circulation Base Guarantee : 25,000
(Flavours was acquired in July 1995)



Voted as one of the Most Preferred Entertainment Magazine of the year by A + M Magazine, it contains exclusive celebrity interviews, juicy gossip, fashion and showbiz updates, lyrics to the coolest songs, fabulous celebrity posters, fantastic contest prizes, and more.

Published fortnightly

Circulation Base Guarantee : 50,000
(Galaxie was first published in October 1974)



The Number One educational magazine for children aged 6-12, with fun and stimulating activities, puzzles, exercises, exam tips and articles on current affairs and general knowledge. Kuntum is the only children's educational magazine that is supported by the Ministry of Education, Malaysia and is currently being used in many schools as part of teaching/learning tools via our KDD (Kuntum Dalam Darjah) programme.

Published monthly

Circulation Base Guarantee : 100,000
(Kuntum was first published in February 1980)

商海
SHANG HAI

A Chinese language business magazine that keeps you in touch with the business world, with comprehensive coverage of corporate development, finance, trade, IT, unit trusts, market trends, listings, stocks, property, management, motoring, leisure and more.

Published monthly

Circulation Base Guarantee : 20,000
(Shang Hai was first published in March 1979)

ONLINE PORTALS

Star Publications has a variety of lifestyle portals that cater to Malaysians in many ways.

 www.thestar.com.my	<p>The Star's very own online news portal. Its sections include national news, business, sports, features, video and classifieds. It is currently the top news site in Malaysia.</p>
 www.mstar.com.my	<p>The Star's Bahasa Malaysia news portal offering news, entertainment, gossip and views from renowned columnists.</p>
 www.dailychilli.com	<p>Get the latest hot gossip and entertainment buzz Here! The Daily Chilli is a portal that offers a fresh and entertaining perspective to the news.</p>
 www.starproperty.my	<p>An online property portal that offers comprehensive and up-to-date listing of properties for sale or rent as well as property news and features on lifestyle & décor.</p>
 mystarjob.com	<p>myStarjob.com leverages on The Star media group's integrated media platform to provide cross media recruitment services that include double exposure for job listings in The Star as well as online, Visume (video resumes, pre-screening questions and live chat interviews), as well as a Career Guide that appears in print and online. For more information, visit HYPERLINK "http://mystarjob.com/aboutus" \t "_blank" mystarjob.com/aboutus.</p>
 www.techcentral.my	<p>The Star online extension of its weekly StarBytz pullout. The portal provides the latest news and reviews of electronic gadgets, multimedia, apps, games and more!</p>
 www.parenthots.com	<p>Offers parenting or childcare information from topics such as pregnancy tips to planning a child's birthday party – all in the name of raising happy and healthy children.</p>
 www.kuali.com	<p>Kuali provides a comprehensive range of information on food, whether you're cooking or eating out, together with useful editorial content in one convenient, user-friendly location.</p>
 www.star-motoring.com	<p>The Star Online's motoring portal specialising in news from the automotive industry, car reviews and previews, motoring classifieds, car price guides, and more.</p>
 allmalaysia.info	<p>AllMalaysia.info aims to be the most complete and comprehensive online guide and gateway to Malaysia. Whether you're a tourist, a student, or local, get to know all about Malaysia in an interactive and informative manner.</p>
 www.clovetwo.com	<p>An online magazine for women that covers topics on fashion, relationships, careers, upscale living, celebrities and more.</p>
 www.ecentral.my	<p>The Star Online's Entertainment Channel. Get all the latest movie, TV, radio, stage and music news and reviews here. Exclusive content includes movie cinema and music reviews, with lots of cool giveaways for regular visitors.</p>
 www.switchup.tv	<p>The Star's very own Web TV channel featuring coverage of current events and also loads of documentary-style clips, food videos, a Green Channel and much more!</p>
 www.rage.com.my	<p>R.AGE, The Star's youth section, has managed to create a strong online community of young followers through its engaging use of web and social media, which recently helped it win a Gold Medal at the Asian Digital Media Awards for being the region's Best in Social Media. R.AGE is a dynamic, flexible and fun platform for young people.</p>

THE STAR'S NETWORK

Headquarter & Registered Office

Menara Star 15 Jalan 16/11, 46350 Petaling Jaya, Selangor Darul Ehsan MALAYSIA

TELEPHONE

General : 03-7967 1388
Advertising Dept : 03-7966 8388
Metro Classified : 03-7967 2020

FACSIMILE

Advertising : 03-7955 3355 (General)
03-7955 2458 (The Star Online)
Editorial : 03-7955 4039, 03-7955 2544
03-7847 2807 (Bkt. Jelutong)

E-MAIL:

Advertising : adv@thestar.com.my
Editorial : editor@thestar.com.my
The Star ONLINE : <http://thestar.com.my>
The Star E-PAPER : <http://epaper.thestar.com.my>

MAIN PRINTING PRESS

STAR MEDIA HUB

Lot 2, Jalan Astaka U8/88, Section 8, Bukit Jelutong,
40150 Shah Alam, Selangor Darul Ehsan
Tel : 03-7967 1388

PENANG REGIONAL OFFICE & NORTHERN PRINTING PRESS

STAR NORTHERN HUB

No. 202, Jalan Sultan Azlan Shah,
11900 Bayan Lepas, Penang
Tel: (04)-647 3388 (General Line)
(04)-647 3838 (Advertising)
Fax: (04)-644 6995 (Editorial)
(04)-647 3355 (Advertising)
E-mail: pgadv@thestar.com.my

REGIONAL OFFICE, SINGAPORE

100 Beach Road, # 22 - 11/12,
Shaw Towers, Singapore, 189702.
Tel: (02)-6292 6350, 6292 7585
Fax: (02)-6297 2474, 6292 9014
E-mail: ads@thestar.com.sg

Bureaus

KUALA LUMPUR

No. 17, Lorong Ma'arof
Bangsar, 59000 Kuala Lumpur
Tel: (03) 2284 2920
Fax: (03) 2284 1712

KLANG

35, Lebu Tapah
Bandar Klang, 41400 Klang,
Selangor
Tel: (03) 3344 8978
Fax: (03) 3344 4423

PUTRAJAYA

T.01-06, Jalan P9 E/1
Precinct 9, 62250 W.P. Putrajaya
Tel: (03) 8889 5512
(03) 8889 5513
Fax: (03) 8889 5516

PRAI

No. 19A (1st Floor), Jalan Todak 3
Pusat Bandar Seberang Jaya,
Bandar Sunway,
13700 Seberang Jaya,
Seberang Prai, Penang
Tel: (04) 398 8316,
(04) 398 8318, (04) 398 8550
Fax: (04) 398 8546, (04) 398 8551

ALOR STAR

936 (1st Floor),
Jalan Sultan Badlishah
05000 Alor Star, Kedah
Tel: (04) 731 0855,
(04) 731 1864
Fax: (04) 733 8767

IPOH

8 & 10, Lorong Chung Thye Phin
30250 Ipoh, Perak
Tel: (05) 253 9269, 253 0402
Fax: (05) 253 9669

KOTA BHARU

No. 2864-A, 1st Floor
Jalan Sultanah Zainab,
15000 Kota Bharu,
Kelantan Darul Naim
Tel: (09) 747 8500,
(09) 747 9940
Fax: (09) 747 8600

KUALA TERENGGANU

No. 137-E (1st Floor)
Jalan Sultan Zainal Abidin
2000, Kuala Terengganu
Terengganu
Tel: (09) 622 3280
Fax: (09) 623 0025

KUANTAN

14, 1st Floor, Jalan Tun Ismail
25000 Kuantan
Pahang Darul Makmur
Tel: (09) 513 1323
Fax: (09) 514 6276

SEREMBAN

49, Jalan Yam Tuan
70000 Seremban, N. Sembilan
Tel: (06) 762 6984, 761 2992
Fax: (06) 761 2577

MELAKA

4-A (1st Floor), Jalan Hang Tuah
75300 Melaka
Tel: (06) 282 1909, 283 6405
Fax: (06) 283 5352

MUAR

261 Kg Temiang,
Jalan Salleh, 84070 Muar
Tel: (06) 952 9601
Fax: (06) 954 9601

JOHOR BAHRU

65 & 65A, Jalan Maju
Taman Maju Jaya
80400 Johor Bahru
Tel: (07) 331 5666
Fax: (07) 333 3251

KUCHING

4th Mezzanine Floor,
Block E, Queen's Court,
93350 Kuching, Sarawak
Tel: (082) 457 888
Fax: (082) 459 457

NETWORK / OFFICES

Advertising Sales Agents

KEDAH

Alor Setar:

25, Medan Kota, Jln Pegawai
05050 Alor Setar, Kedah
Tel/Fax: 04-7710862
H/P: 019-5440862
(Contact: En. Mohd Akhir)

Kulim:

64, Taman Putra
09000 Kulim
H/P: 012-470 5587
Tel: 04-490 7685
Fax: 04-491 0829
(Contact: Mr PS Nathan)

Sungei Petani:

9, Lorong 14, Tycoon Square,
Taman Petani Jaya
H/P: 019-446 4868
Tel: 04-421 8446
(Contact: Mr Desmond Fan)

NEGERI SEMBILAN

For clients out of Seremban ie Port Dickson

Suite 2/7, 2nd Flr
Lucky Plaza,
Jalan Dato Lee Fong Yee
70000 Seremban
Tel : 06-763 2358
Fax: 06-763 2358
H/P: 019-660 9742
(Contact: Mr. Philip Aloysius)

PERAK

Teluk Intan:

The Anson Store
7. Medan Sri Intan
Jalan Sekolah, Chepa
36000 Teluk Intan
Tel/Fax: 05-622 7129
(Contact: Ms Ng Yoon Poh)

Taiping:

Tecco Enterprise
102, Jalan Kota
34000 Taiping
H/P: 012-508 0031
Tel: 05-806 6855
Fax: 05-806 7718
(Contact: Mr Chan Wan Keat)

TERENGGANU

Kuala Terengganu:
Chris Pat Agency
173, Jalan Kampung Cina
20100 Kuala Terengganu
Tel: 09-622 8433,
H/P: 019-983 5755
Fax : 09-622 3444
Email: yglau44@gmail.com
(Contact: Mr Chris Lau)

KELANTAN

Kota Baru:

Super Service Travel Agency
Lot 2020, Bt 1½/2
Jalan Pengkalan Chepa
P.O. Box 56, 15700 Kota Baru
H/P: 019-9303 888
Tel:09-744 3388, 744 4999
Fax:09-744 2999
(Contact: Ms Jolene Tan)

JOHOR

Muar:

94, Jln Seri Cempaka 5,
Taman Seri Cempaka,
Jalan Jonid Dalam, 84000 Muar
H/P: 012-699 1543
Tel: 06-952 3220
Fax: 06-952 3220
Email: anthony81046@gmail.com
(Contact: Mr Anthony Joseph)

International Media Representatives

ENGLAND

Publicitas Ltd
2nd Floor
60 Buckingham Palace Road
London SW1W0AH
United Kingdom
Tel: +44 (0) 203 263 6100
Fax: +44 (0) 203 263 6133
E-mail: london@publicitas.com
(Contact: Ms Ane Elorriaga)

AUSTRALIA

Publisher's Internationalé
Level 10, 131 York Street
Sydney, NSW AUSTRALIA 2000
Tel: +61 (2) 8298 9318
Fax: +61 (2) 9252 2022
E-mail: Charlton.DSilva@pubintl.com.au
(Contact: Mr Charlton D'Silva)

UAE

BSA Consultants
540-D Office Tower Al Ghurair City
P.O. Box 27632
Dubai, U.A.E.
Tel: (9714) 228 7708
Fax: (9714) 221 2350
E-mail: sabih.ahmad@bsacmena.com
(Contact: Mr Sabih Ahmad)

CHINA

Publicitas (Beijing) Advertising Co., LTD
RM 808, 8/F, Tower A, Fullink Plaza,
No. 18 Chaoyangmenwai Avenue,
Beijing 100022 China
Tel: 8610-6588 8155, ext. 663
Fax: 8610-6588 3110
Mobile: +86 1381 091 0378
E-mail: wendy.lin@publicitas.com
(Contact: Ms Wendy Lin)

HONG KONG

Publicitas Hong Kong Ltd
261F,
Two Chinachem Exchange Square,
338 King's Road,
North Point,
Hong Kong
Tel: 852 2516 1501
Fax: 852 2528 3260
E-mail: mariam.wang@publicitas.com
(Contact: Ms Mariam Wang)

TECHNICAL DATA & DEADLINES

Technical Data

- FORMAT** – Tabloid
TYPE AREA – Full Page : 37cm (h) x 26.1cm (w)
 Column Per Page: 8 Columns
 *Centrespread : 37cm (h) x 54cm (w)
 **Broadsheet : 54cm (h) x 36cm (w)

Column	One	Two	Three	Four	Five	Six	Seven	Eight	Ten**	Sixteen*
Width	3cm	6.3cm	9.6cm	12.9cm	16.2cm	19.5cm	22.8cm	26.1cm	36cm	54cm

Deadlines

BOOKING DEADLINES

Display Advertisements

Full Colour/Spot Colour : 2 weeks before publication date*
 Black & White : 5 working days before publication date*

Classified Advertisements

Recruitment/ Notices/ Other Classifieds
 Full Colour/ Spot Colour : 1 week before publication date*
 Black & White : 4 working days before publication date*

* Subject to space availability

COPY & COLOUR GUIDE DEADLINES

Display Advertisements

Full Colour/Spot Colour : 3 working days before publication date
 Black & White : 3 working days before publication date
 StarSpecials: 12 working days before publication

Classified Advertisements

Recruitment/ Notices/ Other Classifieds
 Full Colour/Spot Colour : 3 working days before publication date
 Black & White : 3 working days before publication date

CANCELLATION/AMENDMENT DEADLINES

Display Advertisements

Full Colour/ Spot Colour : 12 working days** before publication date
 Black & White : 5 working days** before publication date

StarSpecials

12 working days** before publication date

Classified Advertisements

Recruitment & Notices/Other Classifieds:
 Full Colour/Spot Colour : 7 working days before publication date**
 Black & White : 3 working days before publication date**

Note: In the event of late cancellation, full advertisement cost applies.

Block Booking(s)

Block Bookings: 30 working days ** before publication
 Block Bookings refer to any advertisement booked at least 6 months prior to the insertion dates.

Note: Cancellations will not be allowed for any block booking(s) for prime positions in Main Paper 1st – 6th position. In the event of a cancellation, the full advertisement cost will be levied.

** Before 5pm from day of notice excluding the publication date

PRIME POSITIONS

	Full Colour LOADING	Black & White / Spot Colour LOADING
1. Main		
a) Front Half Right		
1st Colour / 1st BW	50% *	60% *
2nd Colour	45%	-
3rd Colour	40%	-
4th Colour	40%	-
5th Colour	35%	-
6th Colour	35%	-
Other Pages - min 144 col. cm	30%	50%
b) Front Half Left		
1st FHL / 2nd FHL - min 144 col cm & max 160 cm col#	40% *	50% *
Full Colour - min 144 col. cm	20%	-
Black & White - min 72 col. cm	-	40%
c) Back Half / World / Sports		
World / Sports Right	20%	35%
Other Pages	15%	25%
Inside Back Cover (Left or Right)	50% *	50% *
2. StarBiz (Monday to Friday)		
Inside Front Cover - (Full Page and Half Page Only)	25%	40%
1st Colour Right (Full Page only)	35%	-
Front Half Right	25%	40%
Front Half	20%	35%
Other Pages	15%	30%
3. StarBizWeek (Saturday) - min 72 col cm		
1st Colour (Right) / Outside Back Cover (Full Page only)	25%	-
Front Half Right	20%	30%
Front Half	15%	25%
Other Specified Positions	15%	25%
Run-on-pages (ROP)	10%	15%
4. Star2 / StarMetro / Others (**)		
1st Colour Right / 1st B&W Right (Full Page only)	30%	50%
2nd Colour Right / 2nd B&W Right (Full Page Only)	25%	40%
Outside Back Cover - (Metro Central / South East / North / Sarawak)	25%	-
Front Half Right	20%	30%
Front Half	15%	25%
Other Specified Positions	15%	20%
Run-on-pages in Star2 / Star Educate / Fit4Life	10%	15%
5. Centrespread		
Main	40%	-
StarBiz / StarBizWeek	40%	50%
Star2 / StarMetro / Others (**)	20%	40%
6. Consecutive / Facing - Right & Left		
All Sections	Additional 10%	Additional 10%
7. Odd Sizes		
All sections except Main Paper, StarBiz & Sports	50%	50%

Notes :

- a) * Full loading applies.
- b) # Booking has to come in as 1st FH Left / 2nd FH Left. The Advertiser cannot specify whether they want 1st FH Left or 2nd FH Left. Pagination is strictly at The Star's discretion.
- c) Odd Sizes refer to sizes not specified in the relevant Ready Reckoner.
- d) Other Specified Positions refer to any request for ads to be anchored in a particular section/page.
- e) Costing for solus / creative buys are subject to terms & conditions.
- f) Others (**) refers to Star2, Star2 on Saturday, Star2 on Sunday, automania.my, Clove, StarSpecials and all other pullouts.

AD RATES - DISPLAY

➤ BLACK & WHITE

NATIONAL EDITION	Mondays to Sundays					
	Main Paper			ROP		
	Wed-Sat	Mon-Tue	Sun	Wed-Sat	Mon-Tue	Sun
	RM	RM	RM	RM	RM	RM
CASUAL	75.00					
2 - 5 insertions *	73.90	10% discount from Main Paper (Wed-Sat) rates	15% discount from Main Paper (Wed-Sat) rates	20% discount from Main Paper (Wed-Sat) rates	25% discount from Main Paper (Wed-Sat) rates	28% discount from Main Paper (Wed-Sat) rates
10 insertions	71.90					
18 insertions	69.90					
35 insertions	67.90					
45 insertions	64.90					

Main Paper refers to Front Half and Back Half of Main Paper (including Sundays), StarBiz and StarBizWeek. Loading is applicable for all specified positions.

* Utilisation period is 2 months for the 2 - 5 insertions rate. Bookings are to be made in one space order; cancellations are not allowed.

STARMETRO EDITION	Mondays to Saturdays			
	10% discount will be extended to advertisements booked for publication days Mondays to Tuesdays			
	Central	North	South & East	Sarawak
	RM	RM	RM	RM
CASUAL	44.00	38.00	20.00	18.00
2 - 5 insertions *	43.50	36.00	19.00	17.00
10 insertions	41.50	34.00	17.00	15.50
18 insertions	40.00	31.50	16.00	14.50
35 insertions	38.00	27.50	14.00	13.00
45 insertions	35.50	24.50	13.00	12.00

* Utilisation period is 2 months for the 2 - 5 insertions rate. Bookings are to be made in one space order; cancellations are not allowed.

➤ PROCESS COLOUR SURCHARGE

EDITION	National	StarMetro			
		Central	North	South & East	Sarawak
	RM	RM	RM	RM	RM
2 Process Colour *	5,000	3,500	3,000	2,500	2,000
3 Process colour *	9,000	6,500	5,500	5,000	4,000

* Includes Black process colour. Creative use of colour is allowed so long as it conforms to the process colour supplied as above.

AD RATES - DISPLAY

➤ FULL COLOUR

NATIONAL EDITION		37cm X 8col	37cm X 4col	20cm X 8col	18cm X 8col	18cm X 4col
Wednesday/ Saturday	Main FH/BU	46,800	35,600	36,500	35,300	29,900
	Main BH	20% discount from (Wed-Sat) Main FH/BU rates				
	ROP	30,760	21,880	22,600	21,640	17,350
Monday/ Tuesday	Main FH/BU	10% disc from (Wed-Sat) Main FH/BU rates				
	Main BH	30% disc from (Wed-Sat) Main FH/BU rates				
	ROP	15% disc from (Wed-Sat) ROP rates				
Sunday	Main FH	15% disc from (Wed-Sat) Main FH/BU rates				
	Main BH	35% disc from (Wed-Sat) Main FH/BU rates				
	ROP	20% disc from (Wed-Sat) ROP rates				

Main FH/BU refers to Front Half of Main Paper, StarBiz and StarBizWeek. Minimum size for Main FH is at 144 colcm
 BU is not applicable for Sundays. Loading applies for position specified in Main FH on Sundays.
 Main BH refers to Back Half of Main Paper (including Sundays).
 ROP refers to Star2, automania.my, Clove, Starspecials and other National edition pullouts

STARMETRO EDITION	StarMetro			
	10% discount will be extended to advertisements booked for publication days Mondays to Tuesdays			
	Central	North	South & East	Sarawak
	RM	RM	RM	RM
37cm X 8col	25,000	23,700	13,500	12,850
37cm X 4col	18,500	18,200	10,500	10,200
20cm X 8col	19,050	18,600	10,700	10,400
18cm X 8col	18,350	18,000	10,400	10,100
18cm X 4col	15,200	15,250	8,950	8,800

NOTES :

1. National ROP buy: Advertisements can be placed in any available positions within the paper. Bookings received after our normal deadline will be charged Main Paper rate.
2. Loading is applicable for all specified positions.
3. StarMetro editions are not available on Sundays.
4. Minimum sizes - refer to Prime Positions / Loadings.
5. One, six and seven columns are not applicable for Display ads.
6. All rates are calculated based on col. cm. except for Full Colour.
7. 3 sets of digital proof to be supplied for Spot Colour and Full Colour ads in National Edition.
2 sets of digital proof to be supplied for Spot Colour and Full Colour ads in StarMetro Editions.
8. All rates are subject to 6% Government Service Tax.

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

Wednesdays to Saturdays

STAR NATIONAL (MAIN)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,800.00	2,700.00	3,600.00	4,500.00	7,200.00
14	2,100.00	3,150.00	4,200.00	5,250.00	8,400.00
16	2,400.00	3,600.00	4,800.00	6,000.00	9,600.00
18	2,700.00	4,050.00	5,400.00	6,750.00	10,800.00
20	3,000.00	4,500.00	6,000.00	7,500.00	12,000.00
22	3,300.00	4,950.00	6,600.00	8,250.00	13,200.00
24	3,600.00	5,400.00	7,200.00	9,000.00	N/A
26	3,900.00	5,850.00	7,800.00	N/A	N/A
28	4,200.00	6,300.00	8,400.00	N/A	N/A
37	5,550.00	8,325.00	11,100.00	13,875.00	22,200.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

STAR NATIONAL (ROP)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,440.00	2,160.00	2,880.00	3,600.00	5,760.00
14	1,680.00	2,520.00	3,360.00	4,200.00	6,720.00
16	1,920.00	2,880.00	3,840.00	4,800.00	7,680.00
18	2,160.00	3,240.00	4,320.00	5,400.00	8,640.00
20	2,400.00	3,600.00	4,800.00	6,000.00	9,600.00
22	2,640.00	3,960.00	5,280.00	6,600.00	10,560.00
24	2,880.00	4,320.00	5,760.00	7,200.00	N/A
26	3,120.00	4,680.00	6,240.00	N/A	N/A
28	3,360.00	5,040.00	6,720.00	N/A	N/A
37	4,440.00	6,660.00	8,880.00	11,100.00	17,760.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 20%]

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

Mondays to Tuesdays

STAR NATIONAL (MAIN)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,620.00	2,430.00	3,240.00	4,050.00	6,480.00
14	1,890.00	2,835.00	3,780.00	4,725.00	7,560.00
16	2,160.00	3,240.00	4,320.00	5,400.00	8,640.00
18	2,430.00	3,645.00	4,860.00	6,075.00	9,720.00
20	2,700.00	4,050.00	5,400.00	6,750.00	10,800.00
22	2,970.00	4,455.00	5,940.00	7,425.00	11,880.00
24	3,240.00	4,860.00	6,480.00	8,100.00	N/A
26	3,510.00	5,265.00	7,020.00	N/A	N/A
28	3,780.00	5,670.00	7,560.00	N/A	N/A
37	4,995.00	7,492.50	9,990.00	12,487.50	19,980.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10%]

STAR NATIONAL (ROP)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,350.00	2,025.00	2,700.00	3,375.00	5,400.00
14	1,575.00	2,362.50	3,150.00	3,937.50	6,300.00
16	1,800.00	2,700.00	3,600.00	4,500.00	7,200.00
18	2,025.00	3,037.50	4,050.00	5,062.50	8,100.00
20	2,250.00	3,375.00	4,500.00	5,625.00	9,000.00
22	2,475.00	3,712.50	4,950.00	6,187.50	9,900.00
24	2,700.00	4,050.00	5,400.00	6,750.00	N/A
26	2,925.00	4,387.50	5,850.00	N/A	N/A
28	3,150.00	4,725.00	6,300.00	N/A	N/A
37	4,162.50	6,243.75	8,325.00	10,406.25	16,650.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 25%]

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

Sundays

STAR NATIONAL (MAIN)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,530.00	2,295.00	3,060.00	3,825.00	6,120.00
14	1,785.00	2,677.50	3,570.00	4,462.50	7,140.00
16	2,040.00	3,060.00	4,080.00	5,100.00	8,160.00
18	2,295.00	3,442.50	4,590.00	5,737.50	9,180.00
20	2,550.00	3,825.00	5,100.00	6,375.00	10,200.00
22	2,805.00	4,207.50	5,610.00	7,012.50	11,220.00
24	3,060.00	4,590.00	6,120.00	7,650.00	N/A
26	3,315.00	4,972.50	6,630.00	N/A	N/A
28	3,570.00	5,355.00	7,140.00	N/A	N/A
37	4,717.50	7,076.25	9,435.00	11,793.75	18,870.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 15%]

STAR NATIONAL (ROP)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,296.00	1,944.00	2,592.00	3,240.00	5,184.00
14	1,512.00	2,268.00	3,024.00	3,780.00	6,048.00
16	1,728.00	2,592.00	3,456.00	4,320.00	6,912.00
18	1,944.00	2,916.00	3,888.00	4,860.00	7,776.00
20	2,160.00	3,240.00	4,320.00	5,400.00	8,640.00
22	2,376.00	3,564.00	4,752.00	5,940.00	9,504.00
24	2,592.00	3,888.00	5,184.00	6,480.00	N/A
26	2,808.00	4,212.00	5,616.00	N/A	N/A
28	3,024.00	4,536.00	6,048.00	N/A	N/A
37	3,996.00	5,994.00	7,992.00	9,990.00	15,984.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 28%]

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

STARMETRO CENTRAL (Wed - Sat)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,056.00	1,584.00	2,112.00	2,640.00	4,224.00
14	1,232.00	1,848.00	2,464.00	3,080.00	4,928.00
16	1,408.00	2,112.00	2,816.00	3,520.00	5,632.00
18	1,584.00	2,376.00	3,168.00	3,960.00	6,336.00
20	1,760.00	2,640.00	3,520.00	4,400.00	7,040.00
22	1,936.00	2,904.00	3,872.00	4,840.00	7,744.00
24	2,112.00	3,168.00	4,224.00	5,280.00	N/A
26	2,288.00	3,432.00	4,576.00	N/A	N/A
28	2,464.00	3,696.00	4,928.00	N/A	N/A
37	3,256.00	4,884.00	6,512.00	8,140.00	13,024.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

STARMETRO CENTRAL (Mon - Tues)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	950.40	1,425.60	1,900.80	2,376.00	3,801.60
14	1,108.80	1,663.20	2,217.60	2,772.00	4,435.20
16	1,267.20	1,900.80	2,534.40	3,168.00	5,068.80
18	1,425.60	2,138.40	2,851.20	3,564.00	5,702.40
20	1,584.00	2,376.00	3,168.00	3,960.00	6,336.00
22	1,742.40	2,613.60	3,484.80	4,356.00	6,969.60
24	1,900.80	2,851.20	3,801.60	4,752.00	N/A
26	2,059.20	3,088.80	4,118.40	N/A	N/A
28	2,217.60	3,326.40	4,435.20	N/A	N/A
37	2,930.40	4,395.60	5,860.80	7,326.00	11,721.60

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10%]

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

STARMETRO NORTH (Wed - Sat)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	912.00	1,368.00	1,824.00	2,280.00	3,648.00
14	1,064.00	1,596.00	2,128.00	2,660.00	4,256.00
16	1,216.00	1,824.00	2,432.00	3,040.00	4,864.00
18	1,368.00	2,052.00	2,736.00	3,420.00	5,472.00
20	1,520.00	2,280.00	3,040.00	3,800.00	6,080.00
22	1,672.00	2,508.00	3,344.00	4,180.00	6,688.00
24	1,824.00	2,736.00	3,648.00	4,560.00	N/A
26	1,976.00	2,964.00	3,952.00	N/A	N/A
28	2,128.00	3,192.00	4,256.00	N/A	N/A
37	2,812.00	4,218.00	5,624.00	7,030.00	11,248.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

STARMETRO NORTH (Mon - Tues)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	820.80	1,231.20	1,641.60	2,052.00	3,283.20
14	957.60	1,436.40	1,915.20	2,394.00	3,830.40
16	1,094.40	1,641.60	2,188.80	2,736.00	4,377.60
18	1,231.20	1,846.80	2,462.40	3,078.00	4,924.80
20	1,368.00	2,052.00	2,736.00	3,420.00	5,472.00
22	1,504.80	2,257.20	3,009.60	3,762.00	6,019.20
24	1,641.60	2,462.40	3,283.20	4,104.00	N/A
26	1,778.40	2,667.60	3,556.80	N/A	N/A
28	1,915.20	2,872.80	3,830.40	N/A	N/A
37	2,530.80	3,796.20	5,061.60	6,327.00	10,123.20

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10%]

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

STARMETRO SOUTH & EAST (Wed - Sat)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	480.00	720.00	960.00	1,200.00	1,920.00
14	560.00	840.00	1,120.00	1,400.00	2,240.00
16	640.00	960.00	1,280.00	1,600.00	2,560.00
18	720.00	1,080.00	1,440.00	1,800.00	2,880.00
20	800.00	1,200.00	1,600.00	2,000.00	3,200.00
22	880.00	1,320.00	1,760.00	2,200.00	3,520.00
24	960.00	1,440.00	1,920.00	2,400.00	N/A
26	1,040.00	1,560.00	2,080.00	N/A	N/A
28	1,120.00	1,680.00	2,240.00	N/A	N/A
37	1,480.00	2,220.00	2,960.00	3,700.00	5,920.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

STARMETRO SOUTH & EAST (Mon-Tues)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	432.00	648.00	864.00	1,080.00	1,728.00
14	504.00	756.00	1,008.00	1,260.00	2,016.00
16	576.00	864.00	1,152.00	1,440.00	2,304.00
18	648.00	972.00	1,296.00	1,620.00	2,592.00
20	720.00	1,080.00	1,440.00	1,800.00	2,880.00
22	792.00	1,188.00	1,584.00	1,980.00	3,168.00
24	864.00	1,296.00	1,728.00	2,160.00	N/A
26	936.00	1,404.00	1,872.00	N/A	N/A
28	1,008.00	1,512.00	2,016.00	N/A	N/A
37	1,332.00	1,998.00	2,664.00	3,330.00	5,328.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10%]

RATES - DISPLAY

BLACK & WHITE READY RECKONER - DISPLAY

STARMETRO SARAWAK (Wed - Sat)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	432.00	648.00	864.00	1,080.00	1,728.00
14	504.00	756.00	1,008.00	1,260.00	2,016.00
16	576.00	864.00	1,152.00	1,440.00	2,304.00
18	648.00	972.00	1,296.00	1,620.00	2,592.00
20	720.00	1,080.00	1,440.00	1,800.00	2,880.00
22	792.00	1,188.00	1,584.00	1,980.00	3,168.00
24	864.00	1,296.00	1,728.00	2,160.00	N/A
26	936.00	1,404.00	1,872.00	N/A	N/A
28	1,008.00	1,512.00	2,016.00	N/A	N/A
37	1,332.00	1,998.00	2,664.00	3,330.00	5,328.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

STARMETRO SARAWAK (Mon-Tues)					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	388.80	583.20	777.60	972.00	1,555.20
14	453.60	680.40	907.20	1,134.00	1,814.40
16	518.40	777.60	1,036.80	1,296.00	2,073.60
18	583.20	874.80	1,166.40	1,458.00	2,332.80
20	648.00	972.00	1,296.00	1,620.00	2,592.00
22	712.80	1,069.20	1,425.60	1,782.00	2,851.20
24	777.60	1,166.40	1,555.20	1,944.00	N/A
26	842.40	1,263.60	1,684.80	N/A	N/A
28	907.20	1,360.80	1,814.40	N/A	N/A
37	1,198.80	1,798.20	2,397.60	2,997.00	4,795.20

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10%]

AD RATES - CLASSIFIEDS

myStarjob / NOTICES

myStarjob - Min. size: 5cm x 2col
Notices / Tender - Min. size: 5cm x 1col

National Edition				StarMetro Central Edition			
In Classifieds		Out of Classifieds**		In Classifieds		Out of Classifieds**	
Full Colour	B&W	Full Colour	B&W	Full Colour	B&W	Full Colour	B&W
RM35,300	RM72.00	RM47,800	RM82.00	RM24,650	RM44.00	RM27,650	RM54.00

StarMetro North Edition				StarMetro South & East Edition			
In Classifieds		Out of Classifieds**		In Classifieds		Out of Classifieds**	
Full Colour	B&W	Full Colour	B&W	Full Colour	B&W	Full Colour	B&W
RM27,700	RM53.00	RM30,600	RM63.00	RM13,500	RM20.00	RM16,500	RM30.00

StarMetro Sarawak Edition			
In Classifieds		Out of Classifieds**	
Full Colour	B&W	Full Colour	B&W
RM12,850	RM12.00	RM15,500	RM22.00

** Out of classifieds refers to ads of the following nature : • New Packaging • Rebranding • Announcement • Relocation • Auction • Business Opportunity etc.

CLASSIFIEDS DISPLAY (Single Column)

Minimum size: 5cm x 1col
Maximum size: 37cm x 1col

EDITION	National	StarMetro Central	StarMetro North	StarMetro South & East	StarMetro Sarawak
	RM	RM	RM	RM	RM
CASUAL	34.00	25.00	28.00	12.50	12.00
5 insertions *	33.50	24.00	27.00	12.00	11.50
10 insertions	31.50	22.50	26.00	11.50	11.00
18 insertions	29.50	21.50	23.50	11.00	10.50
35 insertions	27.50	20.50	21.50	10.50	10.00
45 insertions	25.00	18.50	18.50	9.50	9.00
100 insertions	23.50	17.50	17.50	9.00	8.50

* Utilisation period is 3 months for the 5-insertions rate. Bookings are to be made in one space order; cancellations are not allowed.
* Not applicable for Notices Ad (eg. Tender, Lost & Found, Announcement etc).

CLASSIFIEDS DISPLAY (Multi Columns)

Minimum size: 5cm x 2col

EDITION	National	StarMetro Central	StarMetro North	StarMetro South & East	StarMetro Sarawak
	RM	RM	RM	RM	RM
CASUAL	72.00	44.00	41.00	20.00	18.00
5 insertions *	69.00	43.00	40.00	18.00	17.50
10 insertions	66.00	42.00	39.00	17.00	16.50
18 insertions	63.00	40.00	37.00	16.00	15.50
35 insertions	60.00	38.00	35.00	14.50	14.00
45 insertions	57.00	36.00	32.00	13.50	13.00
100 insertions	54.00	33.00	30.00	12.00	11.50

* Utilisation period is 3 months for the 5-insertions rate. Bookings are to be made in one space order; cancellations are not allowed.

LINER ADS (PER LINE - Minimum 4 lines)

*4 days (3+1 FOC)

EDITION		National	StarMetro Central	StarMetro North	StarMetro South & East	StarMetro Sarawak
		RM	RM	RM	RM	RM
Jobs	One Day	17.50	10.00	13.00	5.00	5.00
	4 Days*	17.50	10.00	13.00	5.00	5.00
Others	One Day	14.00	6.50	11.00	3.00	3.00
	4 Days*	14.00	6.50	11.00	3.00	3.00

BOX NO. CHARGES FOR ALL EDITIONS	RM
Collected replies	100
Posted replies	250
Posted replies to Foreign address	500

NOTES :

1. Spot Colour surcharge - please refer to the table in Ad Rates - Display section.
2. Full colour rates are for full page ads only.
3. StarMetro editions are not available on Sundays.
4. All rates are subject to 6% Government Service Tax

RATES - CLASSIFIEDS

READY RECKONER - CLASSIFIEDS DISPLAY (MULTI COLUMNS)

STAR NATIONAL						
COL	2	3	4	5	6	8
(CM)	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	19.5 (RM)	26.1 (RM)
5	720.00	1,080.00	1,440.00	1,800.00	2,160.00	2,880.00
6	864.00	1,296.00	1,728.00	2,160.00	2,592.00	3,456.00
7	1,008.00	1,512.00	2,016.00	2,520.00	3,024.00	4,032.00
8	1,152.00	1,728.00	2,304.00	2,880.00	3,456.00	4,608.00
9	1,296.00	1,944.00	2,592.00	3,240.00	3,888.00	5,184.00
10	1,440.00	2,160.00	2,880.00	3,600.00	4,320.00	5,760.00
11	1,584.00	2,376.00	3,168.00	3,960.00	4,752.00	6,336.00
12	1,728.00	2,592.00	3,456.00	4,320.00	5,184.00	6,912.00
13	1,872.00	2,808.00	3,744.00	4,680.00	5,616.00	7,488.00
14	2,016.00	3,024.00	4,032.00	5,040.00	6,048.00	8,064.00
15	2,160.00	3,240.00	4,320.00	5,400.00	6,480.00	8,640.00
16	2,304.00	3,456.00	4,608.00	5,760.00	6,912.00	9,216.00
17	2,448.00	3,672.00	4,896.00	6,120.00	7,344.00	9,792.00
18	2,592.00	3,888.00	5,184.00	6,480.00	7,776.00	10,368.00
19	2,736.00	4,104.00	5,472.00	6,840.00	8,208.00	10,944.00
20	2,880.00	4,320.00	5,760.00	7,200.00	8,640.00	11,520.00
21	3,024.00	4,536.00	6,048.00	7,560.00	9,072.00	12,096.00
22	3,168.00	4,752.00	6,336.00	7,920.00	9,504.00	12,672.00
23	3,312.00	4,968.00	6,624.00	8,280.00	9,936.00	13,248.00
24	3,456.00	5,184.00	6,912.00	8,640.00	10,368.00	13,824.00
25	3,600.00	5,400.00	7,200.00	9,000.00	10,800.00	14,400.00
26	3,744.00	5,616.00	7,488.00	9,360.00	11,232.00	14,976.00
27	3,888.00	5,832.00	7,776.00	9,720.00	11,664.00	N/A
28	4,032.00	6,048.00	8,064.00	10,080.00	12,096.00	N/A
29	4,176.00	6,264.00	8,352.00	10,440.00	12,528.00	N/A
30	4,320.00	6,480.00	8,640.00	10,800.00	12,960.00	N/A
31	4,464.00	6,696.00	8,928.00	11,160.00	13,392.00	N/A
32	N/A	N/A	N/A	N/A	N/A	N/A
33	N/A	N/A	N/A	N/A	N/A	N/A
34	N/A	N/A	N/A	N/A	N/A	N/A
35	N/A	N/A	N/A	N/A	N/A	N/A
36	N/A	N/A	N/A	N/A	N/A	N/A
37	5,328.00	7,992.00	10,656.00	13,320.00	15,984.00	21,312.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula for calculation : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

RATES - CLASSIFIEDS

READY RECKONER - CLASSIFIEDS DISPLAY (MULTI COLUMNS)

STARMETRO CENTRAL						
COL	2	3	4	5	6	8
(CM)	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	19.5 (RM)	26.1 (RM)
5	440.00	660.00	880.00	1,100.00	1,320.00	1,760.00
6	528.00	792.00	1,056.00	1,320.00	1,584.00	2,112.00
7	616.00	924.00	1,232.00	1,540.00	1,848.00	2,464.00
8	704.00	1,056.00	1,408.00	1,760.00	2,112.00	2,816.00
9	792.00	1,188.00	1,584.00	1,980.00	2,376.00	3,168.00
10	880.00	1,320.00	1,760.00	2,200.00	2,640.00	3,520.00
11	968.00	1,452.00	1,936.00	2,420.00	2,904.00	3,872.00
12	1,056.00	1,584.00	2,112.00	2,640.00	3,168.00	4,224.00
13	1,144.00	1,716.00	2,288.00	2,860.00	3,432.00	4,576.00
14	1,232.00	1,848.00	2,464.00	3,080.00	3,696.00	4,928.00
15	1,320.00	1,980.00	2,640.00	3,300.00	3,960.00	5,280.00
16	1,408.00	2,112.00	2,816.00	3,520.00	4,224.00	5,632.00
17	1,496.00	2,244.00	2,992.00	3,740.00	4,488.00	5,984.00
18	1,584.00	2,376.00	3,168.00	3,960.00	4,752.00	6,336.00
19	1,672.00	2,508.00	3,344.00	4,180.00	5,016.00	6,688.00
20	1,760.00	2,640.00	3,520.00	4,400.00	5,280.00	7,040.00
21	1,848.00	2,772.00	3,696.00	4,620.00	5,544.00	7,392.00
22	1,936.00	2,904.00	3,872.00	4,840.00	5,808.00	7,744.00
23	2,024.00	3,036.00	4,048.00	5,060.00	6,072.00	8,096.00
24	2,112.00	3,168.00	4,224.00	5,280.00	6,336.00	8,448.00
25	2,200.00	3,300.00	4,400.00	5,500.00	6,600.00	8,800.00
26	2,288.00	3,432.00	4,576.00	5,720.00	6,864.00	9,152.00
27	2,376.00	3,564.00	4,752.00	5,940.00	7,128.00	N/A
28	2,464.00	3,696.00	4,928.00	6,160.00	7,392.00	N/A
29	2,552.00	3,828.00	5,104.00	6,380.00	7,656.00	N/A
30	2,640.00	3,960.00	5,280.00	6,600.00	7,920.00	N/A
31	2,728.00	4,092.00	5,456.00	6,820.00	8,184.00	N/A
32	N/A	N/A	N/A	N/A	N/A	N/A
33	N/A	N/A	N/A	N/A	N/A	N/A
34	N/A	N/A	N/A	N/A	N/A	N/A
35	N/A	N/A	N/A	N/A	N/A	N/A
36	N/A	N/A	N/A	N/A	N/A	N/A
37	3,256.00	4,884.00	6,512.00	8,140.00	9,768.00	13,024.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula for calculation : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

RATES - CLASSIFIEDS

READY RECKONER - CLASSIFIEDS DISPLAY (MULTI COLUMNS)

STARMETRO NORTH						
COL	2	3	4	5	6	8
(CM)	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	19.5 (RM)	26.1 (RM)
5	410.00	615.00	820.00	1,025.00	1,230.00	1,640.00
6	492.00	738.00	984.00	1,230.00	1,476.00	1,968.00
7	574.00	861.00	1,148.00	1,435.00	1,722.00	2,296.00
8	656.00	984.00	1,312.00	1,640.00	1,968.00	2,624.00
9	738.00	1,107.00	1,476.00	1,845.00	2,214.00	2,952.00
10	820.00	1,230.00	1,640.00	2,050.00	2,460.00	3,280.00
11	902.00	1,353.00	1,804.00	2,255.00	2,706.00	3,608.00
12	984.00	1,476.00	1,968.00	2,460.00	2,952.00	3,936.00
13	1,066.00	1,599.00	2,132.00	2,665.00	3,198.00	4,264.00
14	1,148.00	1,722.00	2,296.00	2,870.00	3,444.00	4,592.00
15	1,230.00	1,845.00	2,460.00	3,075.00	3,690.00	4,920.00
16	1,312.00	1,968.00	2,624.00	3,280.00	3,936.00	5,248.00
17	1,394.00	2,091.00	2,788.00	3,485.00	4,182.00	5,576.00
18	1,476.00	2,214.00	2,952.00	3,690.00	4,428.00	5,904.00
19	1,558.00	2,337.00	3,116.00	3,895.00	4,674.00	6,232.00
20	1,640.00	2,460.00	3,280.00	4,100.00	4,920.00	6,560.00
21	1,722.00	2,583.00	3,444.00	4,305.00	5,166.00	6,888.00
22	1,804.00	2,706.00	3,608.00	4,510.00	5,412.00	7,216.00
23	1,886.00	2,829.00	3,772.00	4,715.00	5,658.00	7,544.00
24	1,968.00	2,952.00	3,936.00	4,920.00	5,904.00	7,872.00
25	2,050.00	3,075.00	4,100.00	5,125.00	6,150.00	8,200.00
26	2,132.00	3,198.00	4,264.00	5,330.00	6,396.00	8,528.00
27	2,214.00	3,321.00	4,428.00	5,535.00	6,642.00	N/A
28	2,296.00	3,444.00	4,592.00	5,740.00	6,888.00	N/A
29	2,378.00	3,567.00	4,756.00	5,945.00	7,134.00	N/A
30	2,460.00	3,690.00	4,920.00	6,150.00	7,380.00	N/A
31	2,542.00	3,813.00	5,084.00	6,355.00	7,626.00	N/A
32	N/A	N/A	N/A	N/A	N/A	N/A
33	N/A	N/A	N/A	N/A	N/A	N/A
34	N/A	N/A	N/A	N/A	N/A	N/A
35	N/A	N/A	N/A	N/A	N/A	N/A
36	N/A	N/A	N/A	N/A	N/A	N/A
37	3,034.00	4,551.00	6,068.00	7,585.00	9,102.00	12,136.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula for calculation : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

RATES - CLASSIFIEDS

READY RECKONER - CLASSIFIEDS DISPLAY (MULTI COLUMNS)

STARMETRO SOUTH & EAST						
COL	2	3	4	5	6	8
(CM)	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	19.5 (RM)	26.1 (RM)
5	200.00	300.00	400.00	500.00	600.00	800.00
6	240.00	360.00	480.00	600.00	720.00	960.00
7	280.00	420.00	560.00	700.00	840.00	1,120.00
8	320.00	480.00	640.00	800.00	960.00	1,280.00
9	360.00	540.00	720.00	900.00	1,080.00	1,440.00
10	400.00	600.00	800.00	1,000.00	1,200.00	1,600.00
11	440.00	660.00	880.00	1,100.00	1,320.00	1,760.00
12	480.00	720.00	960.00	1,200.00	1,440.00	1,920.00
13	520.00	780.00	1,040.00	1,300.00	1,560.00	2,080.00
14	560.00	840.00	1,120.00	1,400.00	1,680.00	2,240.00
15	600.00	900.00	1,200.00	1,500.00	1,800.00	2,400.00
16	640.00	960.00	1,280.00	1,600.00	1,920.00	2,560.00
17	680.00	1,020.00	1,360.00	1,700.00	2,040.00	2,720.00
18	720.00	1,080.00	1,440.00	1,800.00	2,160.00	2,880.00
19	760.00	1,140.00	1,520.00	1,900.00	2,280.00	3,040.00
20	800.00	1,200.00	1,600.00	2,000.00	2,400.00	3,200.00
21	840.00	1,260.00	1,680.00	2,100.00	2,520.00	3,360.00
22	880.00	1,320.00	1,760.00	2,200.00	2,640.00	3,520.00
23	920.00	1,380.00	1,840.00	2,300.00	2,760.00	3,680.00
24	960.00	1,440.00	1,920.00	2,400.00	2,880.00	3,840.00
25	1,000.00	1,500.00	2,000.00	2,500.00	3,000.00	4,000.00
26	1,040.00	1,560.00	2,080.00	2,600.00	3,120.00	4,160.00
27	1,080.00	1,620.00	2,160.00	2,700.00	3,240.00	N/A
28	1,120.00	1,680.00	2,240.00	2,800.00	3,360.00	N/A
29	1,160.00	1,740.00	2,320.00	2,900.00	3,480.00	N/A
30	1,200.00	1,800.00	2,400.00	3,000.00	3,600.00	N/A
31	1,240.00	1,860.00	2,480.00	3,100.00	3,720.00	N/A
32	N/A	N/A	N/A	N/A	N/A	N/A
33	N/A	N/A	N/A	N/A	N/A	N/A
34	N/A	N/A	N/A	N/A	N/A	N/A
35	N/A	N/A	N/A	N/A	N/A	N/A
36	N/A	N/A	N/A	N/A	N/A	N/A
37	1,480.00	2,220.00	2,960.00	3,700.00	4,440.00	5,920.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula for calculation : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

RATES - CLASSIFIEDS

READY RECKONER - CLASSIFIEDS DISPLAY (MULTI COLUMNS)

STARMETRO SARAWAK						
COL	2	3	4	5	6	8
(CM)	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	19.5 (RM)	26.1 (RM)
5	180.00	270.00	360.00	450.00	540.00	720.00
6	216.00	324.00	432.00	540.00	648.00	864.00
7	252.00	378.00	504.00	630.00	756.00	1,008.00
8	288.00	432.00	576.00	720.00	864.00	1,152.00
9	324.00	486.00	648.00	810.00	972.00	1,296.00
10	360.00	540.00	720.00	900.00	1,080.00	1,440.00
11	396.00	594.00	792.00	990.00	1,188.00	1,584.00
12	432.00	648.00	864.00	1,080.00	1,296.00	1,728.00
13	468.00	702.00	936.00	1,170.00	1,404.00	1,872.00
14	504.00	756.00	1,008.00	1,260.00	1,512.00	2,016.00
15	540.00	810.00	1,080.00	1,350.00	1,620.00	2,160.00
16	576.00	864.00	1,152.00	1,440.00	1,728.00	2,304.00
17	612.00	918.00	1,224.00	1,530.00	1,836.00	2,448.00
18	648.00	972.00	1,296.00	1,620.00	1,944.00	2,592.00
19	684.00	1,026.00	1,368.00	1,710.00	2,052.00	2,736.00
20	720.00	1,080.00	1,440.00	1,800.00	2,160.00	2,880.00
21	756.00	1,134.00	1,512.00	1,890.00	2,268.00	3,024.00
22	792.00	1,188.00	1,584.00	1,980.00	2,376.00	3,168.00
23	828.00	1,242.00	1,656.00	2,070.00	2,484.00	3,312.00
24	864.00	1,296.00	1,728.00	2,160.00	2,592.00	3,456.00
25	900.00	1,350.00	1,800.00	2,250.00	2,700.00	3,600.00
26	936.00	1,404.00	1,872.00	2,340.00	2,808.00	3,744.00
27	972.00	1,458.00	1,944.00	2,430.00	2,916.00	N/A
28	1,008.00	1,512.00	2,016.00	2,520.00	3,024.00	N/A
29	1,044.00	1,566.00	2,088.00	2,610.00	3,132.00	N/A
30	1,080.00	1,620.00	2,160.00	2,700.00	3,240.00	N/A
31	1,116.00	1,674.00	2,232.00	2,790.00	3,348.00	N/A
32	N/A	N/A	N/A	N/A	N/A	N/A
33	N/A	N/A	N/A	N/A	N/A	N/A
34	N/A	N/A	N/A	N/A	N/A	N/A
35	N/A	N/A	N/A	N/A	N/A	N/A
36	N/A	N/A	N/A	N/A	N/A	N/A
37	1,332.00	1,998.00	2,664.00	3,330.00	3,996.00	5,328.00

Costs are calculated based on casual rate and are subject to 6% GST
 [Formula for calculation : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual)]

FIXED POSITIONS

1.

Main Paper				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	36,500
	1 SET	-	-	32,800
	2 SETS	-	-	31,800
	3 SETS	-	-	31,000
	4 SETS	-	-	30,000
PAGE 2	(10cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	17,100	20,000
	1 SET	-	15,450	18,400
	2 SETS	-	14,900	17,850
	3 SETS	-	14,650	17,600
	4 SETS	-	14,350	17,300
	LEFT (37cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	30,000
	1 SET	-	-	27,600
	2 SETS	-	-	26,700
	3 SETS	-	-	26,400
	4 SETS	-	-	25,950
	RIGHT (37cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	36,000
	1 SET	-	-	33,100
	2 SETS	-	-	32,100
	3 SETS	-	-	31,700
	4 SETS	-	-	31,150
PAGE 3	(10cm x 8 col / 18cm x 4 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	20,700	26,200
	1 SET	-	18,900	24,200
	2 SETS	-	18,450	23,500
	3 SETS	-	18,125	22,900
	4 SETS	-	17,800	22,350

FIXED POSITIONS

PAGE 4	(10cm x 8 col / 37cm x 2 col / 18cm x 4 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	10,500	12,800	18,300
	1 SET	8,800	10,800	15,800
	2 SETS	8,350	10,350	15,200
	3 SETS	7,850	10,000	14,700
	4 SETS	7,400	9,650	14,200
BACK PAGE / STARSPO	(12cm x 5cm)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	7,300
	1 SET	-	-	6,500
	2 SETS	-	-	6,100
	3 SETS	-	-	5,800
	4 SETS	-	-	5,500
	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	12,300	20,800	23,800
	1 SET	11,500	20,000	23,000
	2 SETS	11,000	19,700	22,500
3 SETS	10,500	19,300	22,000	
4 SETS	10,000	19,000	21,600	
STARSPO	EDITORIAL HEADER	B&W (RM)	S/C (RM)	F/C (RM)
	Max (5cm x 2 col / 4cm x 2 col)	-	-	10,000
<i>*Note: a) Open to sponsors of events only. b) Strictly logo of events/sponsors. No other information is allowed within the space</i>				

FIXED POSITIONS

2. StarBiz (Mondays to Fridays)

FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	7,800	11,300
	1 SET	-	7,000	10,500
	2 SETS	-	6,750	10,200
	3 SETS	-	6,450	9,900
	4 SETS	-	6,200	9,400
BURSA MALAYSIA Tuesdays to Fridays	LOGO (4cm x 2 col)	B&W (RM)	S/C (RM)	F/C (RM)
	2 MONTHS	1,100	2,150	2,950
	6 MONTHS	1,050	2,100	2,900
	12 MONTHS	1,000	2,000	2,800

3. StarBiz Week (Weekly - Saturdays)

FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	12,800
	1 SET	-	-	10,800
	2 SETS	-	-	10,600
	3 SETS	-	-	10,400
	4 SETS	-	-	10,100
PAGE 3	(10cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	13,000
	1 SET	-	-	11,100
	2 SETS	-	-	10,900
	3 SETS	-	-	10,600
	4 SETS	-	-	10,350

FIXED POSITIONS

4. Star2 (Mondays to Sundays)

Star2 (Mondays to Sundays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	6,380	7,480	11,330
	1 SET	5,250	6,300	9,500
	2 SETS	4,900	5,900	9,150
	3 SETS	4,600	5,500	8,750
	4 SETS	4,300	5,000	8,300
PAGE 3	(10cm x 8 col / 37cm x 2 col / 18cm x 4 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	6,820	8,030	11,660
	1 SET	5,400	6,500	9,800
	2 SETS	5,100	6,200	9,200
	3 SETS	4,750	5,850	8,850
	4 SETS	4,450	5,550	8,500
TV GUIDE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	9,900
	1 SET	-	-	8,200
	2 SETS	-	-	7,950
	3 SETS	-	-	7,700
	4 SETS	-	-	7,500
TV PAGE	LOGO (3cm x 3cm)	B&W (RM)	S/C (RM)	F/C (RM)
	per logo	-	-	5,000

FIXED POSITIONS

5. StarMetro Central (Mondays to Saturdays)				
DISPLAY				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	5,060	6,270	8,580
	1 SET	4,100	5,350	7,400
	2 SETS	3,900	5,100	7,100
	3 SETS	3,700	4,900	6,900
	4 SETS	3,350	4,600	6,600
PAGE 3	(10cm x 8 col / 37cm x 2 col / 18cm x 4 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	5,830	6,930	9,020
	1 SET	4,850	5,800	7,800
	2 SETS	4,650	5,600	7,600
	3 SETS	4,450	5,400	7,400
	4 SETS	4,250	5,200	7,200
EVENT LOGO	(Max : 4cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	per logo	-	-	6,300
CLASSIFIED				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY		4,250	6,100
	6 insertions	-	3,450	5,300
	12 insertions	-	3,300	5,100

6. StarMetro North (Mondays to Saturdays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	3,500	4,600	6,500
	1 SET	2,700	3,800	5,700
	2 SETS	2,500	3,300	5,500

7. StarMetro South & East (Mondays to Saturdays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	2,050	2,650	3,950
	1 SET	1,250	1,850	3,150
	2 SETS	1,130	1,730	3,000
	3 SETS	1,010	1,610	2,850
	4 SETS	890	1,490	2,700

FIXED POSITIONS

8. StarMetro Sarawak (Mondays to Saturdays)

FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	2,050	2,650	3,950
	1 SET	1,250	1,850	3,150
	2 SETS	1,130	1,730	3,000
	3 SETS	1,010	1,610	2,850
	4 SETS	890	1,490	2,700

9. automania.my (Weekly - Thursdays)

PAGE 3 or 4	(8cm x 8 col or 37cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	5,000	-	9,000
	1 SET	4,000	-	7,800
	2 SETS	3,350	-	6,800
	3 SETS	2,750	-	5,500

10. Star Fit4life (Weekly - Sundays)

FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	5,800	6,800	10,300
	1 SET	5,000	6,000	9,500
	2 SETS	4,650	5,600	9,150
	3 SETS	4,350	5,100	8,750
	4 SETS	4,050	4,600	8,300
PAGE 3	(10cm x 8 col / 37cm x 2 col / 18cm x 4 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	6,200	7,300	10,600
	1 SET	5,400	6,500	9,800
	2 SETS	5,100	6,200	9,200
	3 SETS	4,750	5,850	8,850
	4 SETS	4,450	5,550	8,500

FIXED POSITIONS

11. CLOVE (Weekly - Sundays)

PAGE 3	(10cm x 8 col / 18cm x 4col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	6,200	7,300	10,600
1 SET	5,400	6,500	9,800	

12. StarEducate (Weekly - Sundays)

FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	6,800	10,300
1 SET	-	6,000	9,500	
2 SETS	-	5,600	9,150	
3 SETS	-	5,100	8,750	
4 SETS	-	4,600	8,300	

NOTES :

- One set comprises of 13 or 14 insertions.
- Rates quoted are per insertion.
- Panel contracts are on a calendar year basis i.e. January to December.
- Spot Colour rates quoted refer to one spot colour (2 process colour).
Additional charges will apply for usage of 3 process colour - RM1,500 for National and RM1,000 for Metro.
- For Fixed Positions with option on sizes, advertisers with any panel commitment are allowed to alternate the ad size (1 week notice is required if there are any changes in panel ad size).
- A surcharge will be levied for non-completion of contract and/or cancellations. 50% of the incomplete insertion cost will be levied for cancellations with more than 2 months' notice, while 100% of the incomplete insertion cost will be levied for cancellations with less than 2 months' notice.
- Panel advertisements are strictly for display advertisements only.
- Creative buy options are available upon request. Terms and conditions apply.

RATES - LIFE INSPIRED

Channel Profile

Chic, charismatic and savvy, Life Inspired is Asia's first complete lifestyle television brand in high definition. Since 2009, Life Inspired has been constantly pulling back the curtain on the creative process through its influential and inventive programming that has shaken up the way we look at trends thus making it the premiere lifestyle destination from cuisine, design, wellness, travel and style which remains unrivalled.

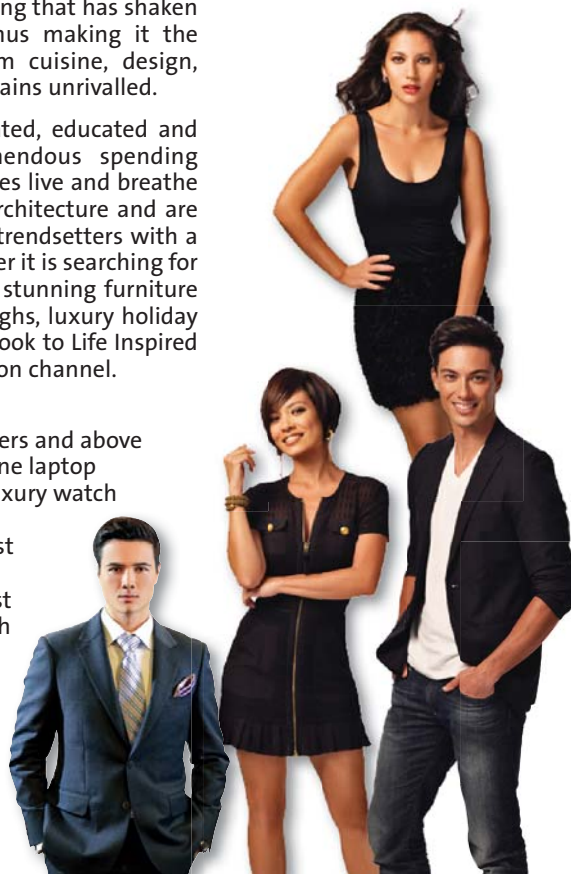
Life Inspired viewers are sophisticated, educated and discerning consumers with tremendous spending power. These affluent Asian urbanites live and breathe fashion and design, interiors and architecture and are often early adopters. They are true trendsetters with a cosmopolitan outlook in life. Whether it is searching for the latest haute cuisine restaurant, stunning furniture piece, modern medicine breakthroughs, luxury holiday destination or fashion trends, they look to Life Inspired as the authoritative lifestyle television channel.

A few viewer statistics (Malaysia)

- Decision makers: 70% are managers and above
- Digital savvy: 89% own at least one laptop
- Fans of luxury brand: 84% own luxury watch worth at least RM1,500
- Early adopters: 60% have the most modern gadgets
- High spenders: 51% spend at least RM3,000 on credit card per month

Regional viewership

- As of Dec'12 2.78 million homes (11.12 million viewers)



Rates

Channel	Advertising Rate (RM)						
	10sec	15sec	20sec	30sec	40sec	45sec	60sec
Lifestyle HD 728	3,000	3,960	4,800	6,000	7,800	10,140	12,000

Kindly contact our sales team to explore other available options and packages.

RATES - RED TOMATO

FULL COLOUR (ROP)

Full Page (37cm x 26cm)	RM 13,800
Half Page (18cm x 26cm)	8,800
Quarter Page (18cm x 13cm)	5,500
Inside Bottom Panel (10cm x 26cm)	6,000
Ear Space (6cm x 13cm)	3,000

FULL COLOUR (FRONT PAGE)

Ear Space (6cm x 13cm)	7,200
Bottom Panel (8cm x 26cm)	9,200

BRANDING SPOT

Size A (3cm x 6cm)	4,200
Size B (10cm x 6cm)	4,700

JACKET

Full Wrap	88,000
Half Wrap	48,000

STICK ON

Front Page (6cm x 8cm)	From RM0.15
------------------------	-------------

POSITION

Centrespread	LOADING CHARGE 40%
Consecutive or facing	10%
Facing (Front Half)	30%
Front Half Right	20%
Front Half Left	10%
Specific Position	10%
Sandwich	50%
Advertorial	No additional charges

BOOKING DEADLINE

14 days before publication date

CANCELLATION

10 days before publication date

COPY DEADLINE

5 days before publication date

MATERIAL FORMAT

- Digital format: Acrobat PDF with Embedded Fonts
- Colour Contribution with CMYK and Resolution 300 dpi with colour proof
- PDF Profile: Acrobat 5 (PDF 1.4)

DISTRIBUTION

- 220,000 copies nationwide
- 1,660 distribution points targeting Chinese centric areas

PUBLICATION: Every Friday

MEDIUM: Chinese

Note: Rates subject to 6% Govt Service Tax



RATES - MAGAZINES

FULL COLOUR		RM
Back Cover		6,500
Inside Front cover		5,600
Inside Back Cover		5,700
Page 1 (Full Colour Ad Only)		5,800
Run-On-Book:	Full Page	4,800
	Half Page	4,000
Centrespread		8,500
BLACK & WHITE		
Full Page		3,600
Half Page		3,100
SPECIFIED POSITION		
	Colour	BW
Front Half Right	30%	40%
Front Half	20%	30%
Facing / Consecutive	Add 10%	Add 10%
BOOKING DEADLINE		
4 weeks before issue date		
COPY DEADLINE		
3 weeks before issue date		
CIRCULATION BASE GUARANTEE		50,000



DETAILS	NOTE	
Trimmed size : 30cm (h) x 22cm (w)	<ul style="list-style-type: none"> • Rates subject to 6% Govt Service Tax • A penalty will be levied on cancellation with less than 1 month notice • Creative buy options are available • For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page. 	
Bleed size : 3mm all round		
Half Page : 15cm (h) x 22cm (w) (Horizontal) : 30cm (h) x 11cm (w) (Vertical)		
Paper - Cover : 128gsm Art paper Text : 80gsm Art paper		
Material - PDF format (with fonts and pictures embedded) + colour proof		
• Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only).		

RATES - MAGAZINES

FULL COLOUR

Back Cover		RM	7,000
Inside Front cover			6,500
Inside Back Cover			5,900
Run-On-Book:	Full Page		5,500
	Half Page		4,500
Activity Page	(per page)		6,500

BLACK & WHITE

Full Page		4,600
Half Page		3,700

SPECIFIED POSITION

	Colour	BW
Front Half Right	25%	30%
Front Half	20%	25%
Facing / Consecutive	Add 10%	Add 10%

KUNTUM	Size	Full size	Weekly rate (RM)
WEBSITE			
Large rec banner	300x250	35-40KB	5,000
Long rec banner	120x600	35-40KB	4,000
Small rec banner	120x240	35-40KB	3,000

BOOKING DEADLINE

4 weeks before issue date

COPY DEADLINE

Every 10th of the month before publication

CIRCULATION BASE GUARANTEE 100,000



DETAILS	NOTE
Format : Portrait A4	<ul style="list-style-type: none"> • Rates subject to 6% Govt Service Tax • A penalty will be levied on cancellation with less than 1 month notice and 3 months notice for ad packages / sponsorship of sections • Creative buy options are available • For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.
Trimmed size : 28cm (h) x 21cm (w)	
Bleed size : 3mm all round	
Half Page : 28cm (h) x 10.5cm (w) (Vertical) : 14cm (h) x 21cm (w) (Horizontal)	
Centrespread : 28 (h) x 42cm (w)	
Paper - Cover : 105gsm Art paper Text : 48.8gsm Newsprint 65gsm Coated Mechanical	
Material - PDF format (with fonts and pictures embedded) + colour proof	
• Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only).	

RATES - MAGAZINES

商海 SHANG HAI



FULL COLOUR		RM
Back Cover		6,000
Inside Front cover		5,200
Inside Back Cover		5,000
Run-On-Book:	Full Page	4,800
	Half Page	4,000
BLACK & WHITE		
Full Page		3,500
Half Page		3,000
SPECIFIED POSITION		
	Colour	BW
Front Half Right	30%	40%
Front Half	20%	30%
Facing / Consecutive	Add 10%	Add 10%
BOOKING DEADLINE		
4 weeks before issue date		
COPY DEADLINE		
2 weeks before issue date		
CIRCULATION BASE GUARANTEE		20,000

DETAILS	NOTE
Format : Portrait A4	<ul style="list-style-type: none"> • Rates subject to 6% Govt Service Tax • A penalty will be levied on cancellation with less than 1 month notice • Creative buy options are available • For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.
Trimmed size : 29.2cm (h) x 21cm (w)	
Bleed size : 3mm all round	
Half Page : 29.2cm (h) x 10.5cm (w) (Vertical)	
: 14.6cm (h) x 21cm (w) (Horizontal)	
Paper - Cover : 157gsm Art paper	
Text : 80gsm Art paper	
Material - PDF format	
(with fonts and pictures embedded)	
+ colour proof	
<ul style="list-style-type: none"> • Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only). 	

RATES - MAGAZINES

flavours

Malaysia's premier food lifestyle magazine

FULL COLOUR

Back Cover	RM 8,700
Inside Front cover	8,000
Inside Back cover	7,300
Run-On-Book:	
Full Page	7,000
Half Page	5,600
One Third Page	4,700

SPECIFIED POSITION

Front Half Right	Colour 30%
Front Half	20%
Facing / Consecutive	Add 10%

BOOKING DEADLINE

1 month before issue date

COPY DEADLINE

3 weeks before issue date

CIRCULATION BASE GUARANTEE

25,000



DETAILS	NOTE
Format : Portrait	<ul style="list-style-type: none"> • Rates subject to 6% Govt Service Tax • A penalty will be levied on cancellation with less than 2 months notice • Creative buy options are available • For editorial buys, activities, contest, etc which requires concept and layout from the editorial team, an additional RM1,000 editorial fee would be charged per page.
Trimmed size : 26cm (h) x 21cm (w)	
Bleed size : 3mm all round	
Half Page : 13cm (h) x 21cm (w) (Horizontal)	
One Third Page : 26cm (h) x 7cm (w) (Vertical)	
Paper - Cover : 230gsm Art Card Text : 90gsm Art paper Form : 140gsm Woodfree	
Material - PDF format (with fonts and pictures embedded) + colour proof	
<ul style="list-style-type: none"> • Soft copy of material (PDF format) supplied will be considered as final (Digital proof will serve as a colour guide only). 	

RATES - THE STAR ONLINE

WELCOME/HOME page {Rotation of up to 6 Advertisers}				
Ad Unit	Daily Rates (RM)	Weekly Rates (RM)	Banner Size	File Size
Site Takeover	22,000	N/A	780 pixels (w) x 585 pixels (h)	50 KB
Bottom Ad Crawler	12,000	N/A	1000 pixels (w) x 85 pixels (h)	50 KB
Mid Tower	N/A	20,000	180 pixels (w) x 290 pixels (h)	40 KB
Leaderboard	3,000	17,000	728 pixels (w) x 90 pixels (h)	35-40 KB
Expandable Leaderboard	4,200	24,000	728 pixels (w) x 90 pixels (h) expand to 728 pixels (w) x 315 pixels (h)	40-45 KB
Medium Rectangular	2,000	12,000	300 pixels (w) x 250 pixels (h)	25-30 KB
Expandable Medium Rectangular	2,800	16,000	300 pixels (w) x 250 pixels (h) expand to 600 pixels (w) x 250 pixels (h)	35-40 KB
Mid Page	1,500	9,000	391 pixels (w) x 50 pixels (h)	20-25KB
Expandable Mid Page	2,100	12,600	391 pixels (w) x 50 pixels (h) expand to 391 pixels (w) x 150 pixels (h)	30 KB
Vertical	1,600	10,000	120 pixels (w) x 240 pixels (h)	20-25 KB
Text Link	1,000	5,500	Max of 8 words	N/A

The screenshot displays the Star Online homepage as of Friday, January 4, 2013. At the top, there is a search bar and a navigation menu with categories like News, Business, Sports, Multimedia, Lifestyle, Entertainment, Tech, Education, My Star, Classifieds, Motoring, Property, Jobs, mStar, and Subscribe. A prominent advertisement for 'myStarJob.com' features a car and the text 'DO WHAT YOU LOVE'. Below the navigation, there are search filters for 'Classifieds' and 'Property'. The main content area includes a news article titled 'KL motorists pay RM10mil in fines every year to traffic police' with a photo of a large crowd. Another article is titled 'Musical tribute to gang-rape victim'. On the right side, there is a Maxis advertisement for '4G LTE' and a 'Star' logo at the bottom.

RATES - THE STAR ONLINE

NEWS {Rotation of up to 8 Advertisers}				
Ad Unit	Daily Rates (RM)	Weekly Rates (RM)	Banner Size	File Size
Site Takeover*	10,000	N/A	780 pixels (w) x 585 pixels (h)	50 KB
Bottom Ad Crawler	12,000	N/A	1000 pixels (w) x 85 pixels (h)	50 KB
Leaderboard	2,800	16,500	728 pixels (w) x 90 pixels (h)	35-40 KB
Expandable Leaderboard	3,800	22,000	728 pixels (w) x 90 pixels (h) expand to 728 pixels (w) x 315 pixels (h)	40-45 KB
Large Rectangular	2,800	16,500	336 pixels (w) x 280 pixels (h)	35-40 KB
Expandable Large Rectangular	3,800	22,000	336 pixels (w) x 280 pixels (h) expand to 500 pixels (w) x 300 pixels (h)	40-45 KB

* Only available in homepage



RATES - THE STAR ONLINE

BUSINESS page {Rotation of up to 5 Advertisers}

Ad Unit	Daily Rates (RM)	Weekly Rates (RM)	Banner Size	File Size
Site Takeover*	10,000	N/A	780 pixels (w) x 585 pixels (h)	50 KB
Bottom Ad Crawler	10,000	N/A	970 pixels (w) x 90 pixels (h)	50 KB
Leaderboard	2,100	13,000	728 pixels (w) x 90 pixels (h)	35-40 KB
Expandable Leaderboard	2,800	17,000	728 pixels (w) x 90 pixels (h) expand to 728 pixels (w) x 315 pixels (h)	40-45 KB
Large Rectangular	2,100	13,000	336 pixels (w) x 280 pixels (h)	35-40 KB
Expandable Large Rectangular	2,800	17,000	336 pixels (w) x 280 pixels (h) expand to 500 pixels (w) x 300 pixels (h)	40-45 KB

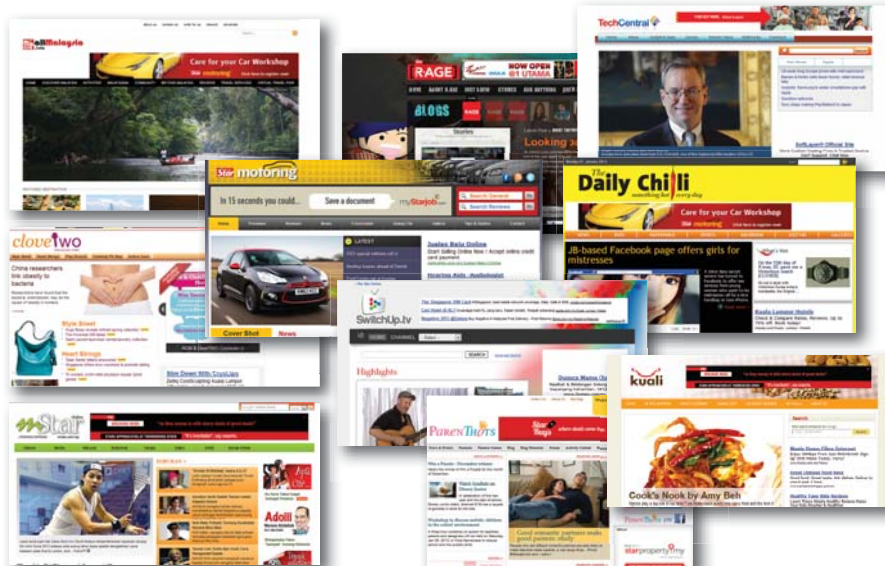
* Only available in homepage

The screenshot shows the Star Online website interface. At the top, there is a search bar and a navigation menu with categories like News, Business, Sports, Multimedia, Lifestyle, Entertainment, Tech, Education, MyStar, Classifieds, Motoring, Property, Jobs, mStar, and Subscribe. The main content area is titled 'Business' and features a news article with the headline 'MARC expects Malaysia's monetary policy to remain unchanged this year'. The article text states that Malaysia's monetary policy will remain unchanged this year with a slight upside bias unless the growth momentum declines a lot. It also mentions that Bank Negara had kept the overnight policy rate unchanged at 3% contrary to pressures to lower it amid the weakening external sector. There is a photo of a man speaking at a podium and a small image of a person working at a computer. A sidebar on the left contains various market-related links like Market Watch, Bursas Malaysia, My Portfolio, Exchange Rates, Unit Trusts, Market Intelligence, IPO Watch, Company Ratings, Bonus & Dividends, Financial Results, Share Buybacks, Changes in Shareholdings, Currency Converter, and Investor Relations. At the bottom, there are sections for 'Most Viewed' and 'Most E-mailed'.

RATES - THE STAR ONLINE

Specialist Sections: CloveTwo/ Motoring/ Parenthots/ mStar Online/ MyStarJob/ Sport/ Lifestyle/ Metro/ eCentral/ Education/ TechCentral/ Daily Chilli/ Multimedia/ KualI/ R.AGE/ AllMalaysia (Rotation of up to 5 Advertiser)				
Ad Unit	Daily Rates (RM)	Weekly Rates (RM)	Banner Size	File Size
Site Takeover*	5,000	N/A	780 pixels (w) x 585 pixels (h)	50 KB
Bottom Ad Crawler	2,000	12,000	970 pixels (w) x 90 pixels (h)	50 KB
Leaderboard	1,050	6,500	728 pixels (w) x 90 pixels (h)	35-40 KB
Expandable Leaderboard	1,450	9,000	728 pixels (w) x 90 pixels (h) expand to 728 pixels (w) x 315 pixels (h)	40-45 KB
Medium Rectangular**	580	3,500	300 pixels (w) x 250 pixels (h)	25-30 KB
Expandable Rectangular**	800	5,000	300 pixels (w) x 250 pixels (h) expand to 600 pixels (w) x 250 pixels (h)	35-40 KB
Large Rectangular	580	3,500	336 pixels (w) x 280 pixels (h)	35-40 KB
Expandable Large Rectangular	800	5,000	336 pixels (w) x 280 pixels (h) expand to 500 pixels (w) x 300 pixels (h)	40-45 KB

* Only available in homepage
** Only available in CloveTwo, Parenthots, allMalaysia.info & Rage.



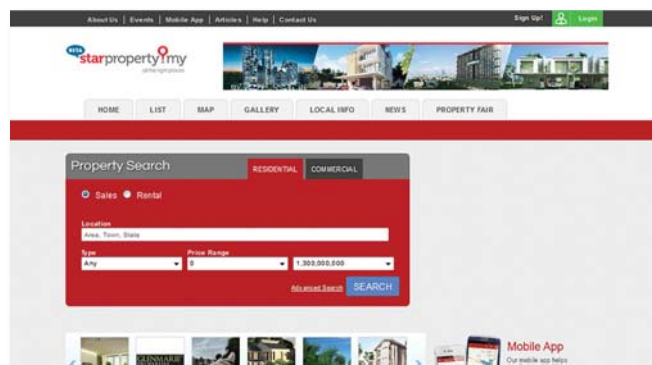
RATES - THE STAR ONLINE



Ad Unit	Daily Rates (RM)	Weekly Rates (RM)	Banner Size	File Size
Leaderboard	2,000	12,000	728 pixels (w) x 90 pixels (h)	35-40 KB
Expandable Leaderboard	2,800	15,000	728 pixels (w) x 90 pixels (h) expand to 728 pixels (w) x 200 pixels (h)	40-45 KB
Medium Rectangular	1,600	10,000	300 pixels (w) x 250 pixels (h)	25-30 KB
Expandable Rectangular	2,600	15,000	300 pixel (w) x 250 pixel (h) expand to 600 pixel (w) x 250 pixel (h)	35-40 KB
Mid Full Banner*	N/A	10,000	468 pixels (w) x 60 pixels (h)	35-40 KB
Bottom Full Banner*	N/A	6,000	468 pixels (w) x 60 pixels (h)	35-40 KB

*Available on Inside Pages only
Maximum of 5 rotations per Display Banner
For other packages, please send request to advertising@starproperty.my

Listing Rate	Listing	Validity
RM20.00	1	30 days
RM10.00	50 (Minimum)	90 days



RATES - THE STAR ONLINE

myStarjob.com		
Online Job Postings		
Packages	Rate Per Ad	Validity
1 job posting (1st time customer)	RM190	30 days
1 job posting	RM200	30 days
2-4 postings	RM190	3 months
5-9 postings	RM180	12 months
10-14 postings	RM170	12 months
15 postings	RM160	12 months

- Customised packages are available for more than 15 job postings
- Each job ad will be posted online for 30 days

VISUME PACKAGE

Lite

RM 200 for 1 online job posting
RM 400 for Visume pre-screening and live interview tools per position
Print recruitment ad (national edition) : RM69 per cm column

Professional

80 online job postings
Able to view/ conduct 350 hours of video applications/resumes/live interviews (minimum of 2,100 videos)
2 half page B&W print recruitment ads (national edition)
Price: RM 39,500

Price: RM39,500

Enterprise

Unlimited online job postings
Able to view/conduct 800 hours of video application/resumes/live interview (minimum of 4,800 videos)
85 GB of storage space to store video applications/resumes (minimum of 1,888 videos)
4 half page B&W print recruitment ads (national edition)
Price: RM 77,500

Price: RM77,500



* Rates are subject to 6% tax

myStarjob.com
Do what you love

NEW ADVERTISING OPPORTUNITIES

the star Online

Click here to relive the years

Star

Sign up for Malaysia's fastest mobile broadband with speeds up to 42Mbps from as low as RM48/month.

Fastest Largest Affordable Risk Free Flexi Plans

Billboard

00 kbps. Anywhere.

Asian markets open down

We are 40!

Enjoy blazing speeds of up to 15,000 kbps. Anywhere.

yes TURBO KITS ON SALE

50 30 60 160 50 50

Sidekick

Parent101

Exclusively in partnership with baby items

Daily saved savings on baby items by 15%

Join us at the 'Teach Me' workshop

Limited time only! Sign up now!

Skinner

Save up to 80% on everything Internet. DiGi

WEEKLY SPECIALS ALL OFFERS

Autoshop

BlackBerry Bold 9900

RM1399 RRP: RM2199

+ DiGi Smart Plan 68 at only RM48*/month

Save up to RM1269

Follow @DiGi_Telco

MyStar

For more info, please refer to:
<http://thestar.com.my/adrates/>

RATES - THE STAR ONLINE

Technical Specifications

RICH media

- Rich Media ad serving at 35% loading
- Rich Media ad serving with video at 50% loading
- For other ad-serving platforms (other than authorised ad serving agents), a default fee is charged as follows:-
 - Rich Media RM 4,000 (per campaign)
 - Rich Media (with video) RM 3,500 (per week)

NOTE

- Specialist Sections (Run-On-Site) - packages are available upon request
- For monthly and other packages, send your request to advq@thestar.com.my
- Creative buys will be frequency capped
- Changing of material is depending on daily/weekly buy. Daily changes are applicable on daily rates only.
- Creative optimisation is up to a maximum of 3 creatives. A loading fee of 10% will be charged for more than 3 creatives.

TECHNICAL specifications

- Texts must be delivered in HTML, ASCII, Word (doc), Word Perfect or Rich text format (rtf)
- Tables must be in HTML, Word or Excel
- Photographs and graphics must be in JPEG (jpg or jpeg), GIF, Adobe Illustrator (ai or eps), TIFF (tif) or any format that can be opened with Adobe Photoshop
- Creatives in FLASH, GIF or JPEG formats
- For Flash (swf) creatives, please embed click-thru code.
Refer to <http://click.thestar.com.my/flash> for more information
- All flash (swf) files must be published in ActionScript 2.0 only.
- All flash (swf) files must have a fallback/backup images in JPEG/GIF.

CREATIVE ad format

- For Expandable & Non-standard creative specifications please refer to <http://click.thestar.com.my/faq>

BOOKING & CANCELLATION deadlines

- Priority will be given to the advertisers with confirmed booking order
- Booking dateline- 14 working days before launch date
- Material dateline- 5 working days before launch date
- No. of days required for cancellation- 7 working days
- For cancellation less than 7 working days, 50% unused inventory will be billed
- Rates are subject to 6% Government Service Tax

OPTIONAL services

1. Banner Design (creative ad units)- RM 2,500 per banner (maximum 3 changes in artwork design)
2. Web Page Design- RM 2,800 per set (Two A4 size pages)
3. Web Hosting- RM 500 per month (text file only)
4. Studio Rental Services
5. News/Content Feed Service

RATES - 988 FM



SPOT BUY			
Time Zone (Mon - Fri)	Rate (RM)	Time Zone (Sat - Sun)	Rate (RM)
6am - 10am	660	6am - 10am	330
10am - 1pm	560	10am - 2pm	330
1pm - 4pm	420	2pm - 5pm	280
4pm - 8pm	620	5pm - 8pm	280
8pm - 12mn	350	8pm - 12mn	200
12mn - 6am	90	12mn - 6am	50

LIVE READ		RUN OF STATION	
Time Zone (Mon - Fri)	Rate (RM)	Time Zone	Rate (RM)
6am - 10am	990	Mon - Sun	420
10am - 1pm	840	Thurs - Sun	300

DRAMA	
Time Zone (Mon - Fri)	Rate (RM)
12pm - 1230pm	600

Production Cost

Studio (Rental & Mixing)	Fee RM 1,050 / hour
Scripting Fee	RM 300 /script
Talent Fee	As applied (Average RM 15 / Voice Over / Second for selected talents, minimum charge of RM 200 / Talent)
Re - recording Studio Fee	RM500
Translation Fee	RM 300 / script
Rejection Fee	50% of respective item
Note :	June / July 2013 Loading - 5%
	Dec 2013 Loading + 10%

RATES - SURIA FM



SPOT BUY

Time Zone (Mon - Fri)	Rate (RM)	Time Zone (Sat - Sun)	Rate (RM)
5am - 10am	410	5am - 10 am	190
10am - 1pm	300	10 am - 1pm	210
1pm - 4pm	300	1pm - 4pm	180
4pm - 8pm	350	4pm - 8pm	200
8pm - 10pm	280	8pm - 11pm	120
10pm - 2am	270	11pm - 2am	120
2am - 6am	70	2am - 6 am	70

LIVE READ

Time Zone (Mon - Fri)	Rate (RM)
6am - 10am	610
10am - 1pm	450
1pm - 4pm	450
4pm - 8pm	520
8pm - 10pm	400
10pm - 2am	390

RUN OF STATION

Time Zone	Rate (RM)
Mon - Sun	260
Mon - Fri	310
Sat - Sun	160
Thurs - Sun	230

Production Cost

Studio (Rental & Mixing)	Fee RM 1,050 / hour
Scripting Fee	RM 300 /script
Talent Fee	As applied (Average RM 15 / Voice Over / Second for selected talents, minimum charge of RM 200 / Talent)
Re - recording Studio Fee	RM500
Translation Fee	RM 300 / script
Rejection Fee	50% of respective item

RATES - RED FM



LIVING IT!

SPOT BUY					
Time Zone (Mon - Fri)		Rate (RM)	Time Zone (Sat - Sun)		Rate (RM)
6am - 10am		380	6am - 10am		110
10am - 2pm		270	10am - 2pm		115
2pm - 5pm		210	2pm - 5pm		125
5pm - 8pm		300	5pm - 8pm		130
8pm - 12mn		210	8pm - 12mn		105
12mn - 6am		60	12mn - 6am		40

LIVE READ		RUN OF STATION	
Time Zone (Mon - Fri)	Rate (RM)	Time Zone	Rate (RM)
6am - 10am	600	Mon - Sun	210
10 am - 1pm	450	Mon - Fri	220
1pm - 4pm	330	Sat - Sun	120
4pm - 8pm	500	Thurs - Sun	170
8pm - 10pm	330		

Production Cost

Studio (Rental & Mixing)	Fee RM 1,050 / hour
Scripting Fee	RM 300 /script
Talent Fee	As applied (Average RM 15 / Voice Over / Second for selected talents, minimum charge of RM 200 / Talent)
Re - recording Studio Fee	RM500
Translation Fee	RM 300 / script
Rejection Fee	50% of respective item

RATES - CAPITAL FM



SPOT BUY

Time Zone (Mon - Fri)	Rate (RM)	Time Zone (Sat - Sun)	Rate (RM)
6am - 10am	480	6am - 10am	240
10am - 1pm	380	10am - 1pm	190
1pm - 4pm	360	1pm - 4pm	180
4pm - 8pm	460	4pm - 8pm	230
8pm - 12mn	320	8pm - 12mn	160
12mn - 6am	90	12mn - 6am	45

LIVE READ

Time Zone (Mon - Fri)	Rate (RM)
6am - 10am	960
10am - 1pm	760
1pm - 4pm	720
4pm - 8pm	920
8pm - 12mn	640

RUN OF STATION

Time Zone	Rate (RM)
Mon - Sun	300
Mon - Fri	330
Thurs - Sun	230

Production Cost

Studio (Rental & Mixing)	Fee RM 1,050 / hour
Scripting Fee	RM 300 /script
Talent Fee	As applied (Average RM 15 / Voice Over / Second for selected talents, minimum charge of RM 200 / Talent)
Re - recording Studio Fee	RM500
Translation Fee	RM 300 / script
Rejection Fee	50% of respective item

RADIO TERMS & CONDITIONS

General Terms & Conditions

1. Once a contract or investment proposal, which serve as a preliminary agreement, is signed with the station by advertising agencies/advertisers, it shall be deemed to signify acceptance of Star RFM Sdn Bhd's terms and conditions, contain herein.
2. All commercial scripts and recorded broadcast material must have prior approval from Star RFM Sdn Bhd, before broadcast.
3. The Regional Rate Card does not apply to advertisers with national distribution, and is only limited to Northern or Southern domiciles respectively.
4. Booking deadline is seven (7) days before broadcast date and subject to airtime availability.
5. Material deadline is four (4) days before broadcast date.
6. Star RFM Sdn Bhd shall not be held responsible for failure to broadcast any commercial due to late submission of material to the station.
7. Accredited advertising agencies shall be granted a 15%* commission on airtime cost only.
8. All airtime bookings are subject to 6% GST. Star RFM Sdn Bhd reserves the right to accept or reject any booking without having to give any reason therefore.
9. Whilst every endeavor is taken, all contracts are subject to Star RFM Sdn Bhd's non-liability for interference by accident, machinery breakdown, power – failure, fire failure or artistes to appear, strike weather conditions, act of God and other unforeseen circumstances.
10. The advertising agency/advertisers will keep Star RFM Sdn Bhd indemnified against all claims, actions, suits, losses, costs and expenses in respect of the broadcast.
11. Star RFM Sdn Bhd will keep a log of data and time of every broadcast and in the event of dispute, the details recorded in this log shall be conclusive and binding on the parties.
12. If no discrepancy in the commercials broadcasted is reported in writing within fourteen (14) days from the date of broadcast, the commercial shall be deemed correct.
13. Broadcast of commercial(s) produced by Star RFM Sdn Bhd in any other stations not licensed by Star RFM Sdn Bhd are liable to pay copyright fee from minimum of RM1,050 plus Voice Over charges per station.
14. For avoidance of doubt, commercials are defined as commercial spot buys, record label's song album promotion packages, programme sponsorship, info station (i.e. Info Talk and Info Minute), and any other terms used in Star RFM Sdn Bhd rate card and/or investment proposals.
15. All broadcasted material will be maintained in the Company's traffic system up to a period of six (6) months commencing from first broadcast date (known as Material Recall Period) before auto-deletion takes place. Request for a copy of such material shall be made within the Material Recall Period and the Company reserves the absolute discretion to reject any late request with or without reason.

STAR SPECIALS

StarSpecials

1. CLIENT-FOCUSED SUPPLEMENTS (minimum: 3+1)

- a. Client Focused supplement is ideal for anniversary, official opening, ISO award, product launches, Bursa Malaysia listing and other major corporate or marketing events.
- b. The pages are at 75:25 advertisement-advertorial ratio and start with minimum of four (3+1) pages. I.e.: for every three pages of advertisement, one page of advertorial will be complimentary. In the event the client wishes to replace their complimentary space with an advertisement, a 50% ad cost applies.
- c. The client, its respective advertising agency or The Publisher may do the advertorial. If Star writers are required to write the advertorial on the client's behalf, all relevant materials and photographs must reach us 14 working days before the day of publication. The word "Advertorial" (font size 11 points) must be included at the top centre of the page.
- d. Cancellation made less than 10 working days is subject to full surcharge as supplement pagination is prepared in advance.
- e. All pages of the supplement package must run together on the same day. In the event the day of publication is separated, advertisement that appears on the second day will be considered as ROP ads.
- f. Rates:

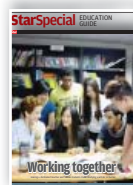
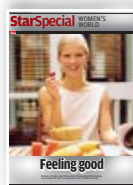
Black & White	- casual rates or contract rates apply
Full Colour	- ROP rates
- g. Composing / positioning of pages are strictly at the discretion of The Publisher. Loading applies for specified positions.
- h. Positioning of the ads on the supplement pages need to be specified in booking order i.e.: "Ad on page 1, 2 & 4, advertorial on page 3" or "Page 1, 3, 4 are Full Colour & Page 2 is Black & White".
- i. Client Focused supplements that are specifically anchored in StarBiz, StarBizWeek, MetroBiz or other parts of the main paper are not entitled the FOC page.
- j. FOC page is always in Black and White. In such cases where the advertiser wants it in Full Colour, a colour surcharge will be applied.

2. STARSPECIAL GUIDELINES (SUPPLEMENTS GUIDELINES 2013)

- a. Supplements with specified themes (i.e.: Education Guide, Higher Education, Fashion & Beauty, Parenting, Post-graduate education, etc) will only feature ads and write up that are related to the theme. The Publisher reserve the right not to publish ad and write up that drastically deviate from the theme.
- b. Press releases and pictures for supplement have to be submitted to the supplement coordinator on / before the deadline specified in the circular. All press releases/stories together with pictures should come at least 14 working days before publication date. Publication of press releases/stories that comes after the mentioned deadline cannot be guaranteed.
- c. Revision or minor changes on stories must be done at least 10 working days before the publication deadline. Revision should only be factual, e.g.: phone number, date, change of venue, etc.
- d. Press releases submitted for full-length stories should not exceed 500 words and picture stories should not be more than 250 word.
- e. If a person is quoted in a press release, **full name** and **title / designation** and **age** are required. **Initials or first name alone are not allowed.**
- f. All abbreviations in an article must be explained. E.g.: BCWA, ICSA, ROHS. If the abbreviation is to be kept an abbreviation, an official letter from the respective authorities must be attached together with the article.
- g. Press releases must be in word document (.doc or .docx) only.
- h. Press releases should be accompanied with minimum 3 pictures. Pictures must be 1MB in size at least and in Jpeg format only. Adobe, PNG, Giff, Tiff, Pdf, and Microsoft words formats are not allowed.
- i. Wordings / text are strictly not allowed in the picture.

STARSPECIALS

- j. Logo will not be allowed in pictures or in lieu of picture. A fee will be charged to anchor the client's corporate / product logo together in the story / article. Picture with product promotion depicting an exaggeration of affect (hard-selling pictures) are not allowed. Lifestyle or generic pictures are preferred.
- k. If a picture features a row of people posing, it must be accompanied by a caption detailing their full name and designation - from left to right.
- l. While all efforts will be made to include a picture together with the clients write up, there will be times when space constraint arises or quality is slightly compromised. In such cases, the picture may be omitted at editorial's discretion and compensation will not be extended.
- m. If a story is to be repeated from a previous published StarSpecial, the date of the previous published story should be indicated in their booking order and / or press release. Stories sent-in are edited from the raw copy thus, to ensure the consistency the date of the published article should be submitted together.
- n. Interviews are extended once every fourth ad insertion for the same clients (be if for the same or different product) except for 'Fashion & Beauty ' and 'Metro Homes' StarSpecial, where interviews are not conducted.
- o. Interview requests have to be forwarded to the coordinator at supp@thestar.com.my along with relevant contact details i.e.: name of interviewee, venue, time, background information, etc.
- p. Interview requests must come strictly 10 working days before the booking and story deadline. **Last minute interviews are subjected to the writer's availability.**
- q. Interviews conducted are on rotational basis and granted based on time availability and frequency of requests.
- r. Interviews are only extended within Selangor and Klang Valley only. Interview request for outstation location, must be forwarded 14 working days before the booking and story deadline so arrangement with the state reporter can be made.
- s. Interviews are not extended to health and beauty stories that have many claims and require the Ministry of Health (MOH) approval.
- t. Claims within an article must be backed up by a study or official document to prove its authenticity. E.g.: "Product XX is the best selling in Korea". Document provided should support the claim. Without any proof of support, the writer will reword the phrases to "Product XX is one of the best selling products in Korea"
- u. **All articles that require Ministry of Health (MOH) approval must come with a letter from MOH.** If there is no support letter from the respective authorities in charge, the story will be published as a very general piece without mentioning the product. As such brand name, testimonies, contact details and places of availability will not be mentioned in the stories.
- v. For all cosmetic and medical devices and appliances, advertisers are encouraged to get their articles approved by MOH in order to have more leeway in their press release as well as to obtain prior approval for their article / story to be published.
- w. For oral / medication products, a valid Kementerian Kesihatan Lesen Iklan (KKLIU) number must be mentioned in their press release sent together with a copy of the letter.
- x. Upgrading status for education institutions e.g. 'Help University College' to 'Help University', must be accompanied with an official letter by Ministry of Education.
- y. Ad that comes in 10 days before the publication date will not receive any story.
- z. Any cancellation ad or change of size must be done 10 working days before the date of publication. Cancellation made less than 10 working days is subject to full surcharge as supplement pagination is prepared in advance.



STARSPECIALS

3. Cover Picture Guidelines



The Guidelines:

1. The picture must have a lifestyle/generic feel and must be related to the topic specified and subject to approval.
2. Logo
 - Max size for logo is 4cm x 2 col, preferably at the bottom right /left.
 - NO CAPTION allowed.
 - Only 1 (one) logo per cover picture is allowed.
 - No product shot.
3. Approval
 - Picture must be sent in 14 working days before publication date for approval.
 - Advertisers are welcomed to give suggestions on the headline and standfirst. However, the final headline and standfirst will be determined at editor's discretion.
 - Picture for approval process must be in PDF format only.
 - The final approved artwork must be sent in by advertiser/agency via Datamation (EADS) /Asia On Time (AOT) system.
4. Terms & Conditions apply.

PROMOTION GUIDELINES

A. CONTEST PROMOTION

1. A photostat copy of the Finance Ministry's approval of the said contest or promotion should be presented, where required by law.
2. The contest or promotion must be exclusive to The Star but exception is given to periodicals and newspapers of other languages.
3. Total prize winnings offered for any contest or promotion has to be equivalent to a cash value of no less than RM20,000.
4. Except for air tickets, holiday packages or electrical products, sponsored prizes have to be in the form of cash and products in kind, and not only limited to products by advertisers.
5. Total advertisement cost needs to reach a minimum of RM50,000 and the duration of each contest or promotion must be less than three months.
6. Size of contest advertisements must not be less than 18cm X 8col. or 144 col. cm.
7. Advertisement rates are accounted for based on casual rates of the respective publications. Where proof of purchase is required, cost of the product should not exceed RM10.
8. All joint contest and promotion packages are subject to 6% Government Service Tax, borne by the advertiser.
9. Advertising agencies are entitled to a commission of 10% (of the nett cost) if the project is initiated by the agency and related advertising materials are provided by the agency.
10. For projects initiated by The Star and no materials arranged by the advertising agency, the commission extended would be 5% (of the nett cost).
11. An administrative cost of RM5,000 is incurred and is borne by the advertiser if The Star were to handle contest responses (not inclusive of postage and distribution of prizes).

B. EVENT MARKETING PROMOTION

1. Event Marketing Promotions involve contests and promotions generated from major sports events like World Cup, SEA Games, Commonwealth Games, Olympics, etc. and all public relations and promotion campaigns that include the management of logistics like Art Competitions, Children Camps, Seminars, Workshops, etc.
2. Total package required for event promotions should not be less than RM100,000. The amount will be utilized at The Star's discretion for event promotions, editorial coverage and/ or assistance rendered in logistics coordination.
3. Conditions 3,4,8,9 and 10 (under Contest Promotions) are applicable.

C. SPECIAL PROJECTS / PACKAGES

1. Special projects and packages that are initiated and handled by The Star are not entitled to agency commission.
2. Editorial buys that are done by The Star are not entitled to agency commission.

PROMOTION GUIDELINES

D. MAGAZINE CONTESTS

1. Total prize winnings offered for any contest or promotion should be equivalent to a cash value of RM5,000 for Kuntum; RM10,000 for Galaxie; RM8,000 for Shang Hai and RM12,000 for Flavours.
2. Advertising space taken for the a contest package should not be less than four (4) insertions (for Kuntum), (3) three insertions (for Shang Hai and Flavours) or six (6) insertions (for Galaxie) within the duration of the contest and each ad size should not be less than half a page (in Galaxie) or full page (in Kuntum, Shang Hai and Flavours).
3. All magazine contests and promotion packages are subject to 6% Government Service Tax.
4. Advertisement rates are quantified based on the casual rates of the respective magazines.
5. Cost-sharing ratio for contests with no proof of purchase between Kuntum, Galaxie, Shang Hai or Flavours and the advertiser is at 20:80 for Black & White and Spot Colour ads, and 30:70 for Full Colour ads.
6. Where proof of purchase is required, the cost of the purchased product should be no more than RM10. Cost-sharing ratio between Kuntum, Galaxie, Shang Hai or Flavours and the advertiser is at 10:90 for Black & White and Spot Colour ads, and 20:80 for Full Colour ads.
7. Advertising agencies are entitled to a commission of 10% (of the nett cost) if the contest is initiated by the agency and related advertising materials are provided by the agency.
8. For projects initiated by the other publications and no materials arranged by the advertising agency, no agency commission would be extended.
9. An administrative cost of RM5,000 is incurred and is borne by the advertiser if The Star were to handle contest responses (not inclusive of postage and distribution of prizes).
10. The contest created by the other publications, including the campaign ideas, are the intellectual property of Star Publications (M) Bhd and shall not be reproduced or transmitted in any form, in part or whole, or by any means, without written consent from the management of Star Publications (M) Berhad.

Note: Approval of all contests / joint promotion proposals is subject to The Star's discretion.

TERMS & CONDITIONS

A. CONTRACT

1. **CONTRACT PERIOD.** The Agreement is valid for a period of twelve (12) months.
2. **CONTRACT RATES.** The Advertiser shall commit a minimum number of insertions and/or minimum quantum, as the case may be, to be published during the Contract Period (hereinafter referred to as "Minimum Commitment") in order to enjoy the Contract Rates granted by the Publisher under this Agreement. Contract rates will only be applicable upon receipt of the signed and stamped Original Master Contract which is to be returned within 14 days of delivery failing which the Contract rates shall be void upon the expiry of the said 14 days.
3. **POSITION OF ADVERTISEMENTS.** The Publisher shall publish all advertisements booked in the run-on-page unless it has been specifically agreed upon by the parties that the advertisements with loadings be published as per the Advertiser's/Publisher's letter of offer and/or Space Orders/Media Orders.
4. **RATE REVISION.** The Publisher reserves the right to revise the Contract Rates from time to time by giving the Advertiser one (1) month's notice.
5. **RATES ADJUSTMENT.** In the event the Advertiser fails to fulfill the required Minimum Commitment during the Contract Period for whatsoever reason (whether such failure is attributable to the Publisher or not), the Contract Rates granted to the Advertiser under Clause 2 will be nullified automatically. The Publisher shall then be entitled to impose additional charges (hereinafter referred to as "Rate Adjustment") on the Advertiser (as per APPENDIX E) for all insertions and such charges are non-commissionable. This is strictly without prejudice to any suspension or cancellation of any advertisement booked and/or accepted for publication by the Publisher due to non-payment of overdue account by the Advertiser or earlier termination of the Agreement under Clause 14 below.
6. **ADVERTISEMENT SPACE ORDERS.** The Advertiser shall execute the Advertisement Space Orders and furnish a facsimile or scanned copy of the same to the Publisher when making advertisement booking(s), and further warrant to furnish the original Advertisement Space Orders. The Publisher shall be at liberty to accept, reject, amend and/or alter wholly or partly any of the terms and conditions in the said Advertisement Space Orders without giving the Advertiser notice thereof.
7. **PUBLISHER'S RIGHTS**
 - (a) **CANCELLATIONS/TRANSFERS.** The Publisher reserves the right to levy full charges and/or not to accept cancellations and/or transfers UNLESS the Publisher receives written notice of not less than five (5) working days for Black/White advertisements and not less than twelve (12) working days for full colour/spot colour advertisements.
 - (b) **SUSPENSIONS/REJECTIONS/CANCELLATIONS.** The Publisher reserves the right to suspend or cancel any advertisement booked and/or accepted for publication by the Publisher in the event of non-payment of overdue account by the Advertiser. The Publisher shall not be liable for any omissions, rejections, suspensions or cancellations of any advertisements booked and/or accepted for publication, payment received by the Publisher notwithstanding.
 - (c) **CHANGE OF PUBLICATION DATE(S)/ SECTION(S)/ PAGE(S)/ POSITION(S).** Whilst every endeavour is made to adhere to the date(s)/ section(s)/ page(s)/position(s) of publication when these are specifically stated by the Advertiser, the Publisher reserves the right to change to other date(s)/section(s)/page(s)/ position(s) without prior notice or reference to the Advertiser and the Publisher shall not be liable for any loss (actual or potential) whatsoever occasioned by the failure of any of the advertisement(s) to appear on those specified date(s)/ section(s)/ page(s)/position(s).
 - (d) **ALTERATIONS.** The Publisher shall have the right to make alteration(s) whatsoever considered necessary or desirable or to require any copies to be amended to meet the Publisher's approval without prior approval of the Advertiser or the need to give the Advertiser prior notice.

TERMS & CONDITIONS

- (e) **REPRODUCTION.** The Publisher shall not be liable for any unsatisfactory reproduction, errors and/or omissions if the Materials supplied by the Advertiser are not made to the Publisher's specifications as contained in the Publisher's Current Rate Book.
 - (f) **MATERIALS.** The Publisher reserves the right to delete/remove/destroy all advertising pdf files (hereinafter referred to as "Materials") which have been in the Publisher's custody for two (2) months from the first publication date UNLESS the Publisher has been specifically instructed by the Advertiser in writing to the contrary. The Advertiser hereby acknowledges and agrees that all Materials are kept at the sole risk of the Advertiser and the Publisher shall not be held responsible for the loss/stolen/damage of the same.
8. **COMPLAINTS.** Any discrepancy on advertisements published must be reported by the Advertiser in writing to the Publisher within one (1) day from the date of first publication. The Publisher retains sole discretion as to whether to cause a corrective advertisement to be published at the earliest convenient date without compensation, PROVIDED ALWAYS that the Publisher receives the complaint within one (1) day from the first date of publication and such discrepancies are caused solely by the Publisher.
 9. **INVOICES AND DEBIT NOTES.** All invoices and debit notes unless stated otherwise are payable within thirty (30) days from the date of first publication. The Publisher reserves the right to impose an interest of 1.5% per month on overdue accounts calculated from the due date to the date of full realization, on daily rest basis.
 10. **INDEMNITY.** The Advertiser shall indemnify and keep the Publisher indemnified against all claims, legal suits, demands, losses, costs and expenses whether actual or potential in respect of any advertisement published at the request of the Advertiser.
 11. **LITIGATION.**
 - (a) The parties hereto the Agreement, hereby agree to submit to the non-exclusive jurisdiction of the courts in Kuala Lumpur in the event of any litigation and the laws of Malaysia shall prevail.
 - (b) The Advertiser shall be liable to pay all fees and expenses including the Publisher's solicitors fees (on a Solicitor and Client basis), if credit facilities granted to the Advertiser is to be recovered by any process of the law.
 12. **THE AGREEMENT** shall supersede all previous agreements and/or undertakings, whether written or oral entered into (if any) between the parties and shall take precedence over the terms and conditions as contained in the Publisher's Space Orders/Media Orders.
 13. **TIME.** Whenever mentioned, shall be the essence of the Agreement.
 14. **TERMINATION OF AGREEMENT PERIOD.** The parties hereto hereby agree that the Publisher shall be entitled to terminate the Agreement before the expiry of the Contract Period in the event of the following:-
 - (a) When the Advertiser fails to settle all outstanding monies owing and due to the Publisher in accordance with the terms and conditions contained herein.
 - (b) When the Advertiser breaches any of the terms and conditions as specified in this Agreement and/or the Publisher's Current Rate Book and/or the Publisher's Space Orders.
 15. **CORRESPONDENCE.** Any notice, request or demand required to be served by either party hereto to each other under the Agreement shall be in writing and shall be deemed to be sufficiently served if it is sent by the other party or their Solicitors by registered post addressed to the other party's address herein before mentioned. In such case, it shall be deemed to have been received at the time when such registered letter would be in the ordinary course be delivered or if it was given by the Party or their Solicitors by hand to the other Party or their Solicitors.
 16. **AMBIT OF AGREEMENT.** The Agreement shall be binding upon the successors in title and permitted assigns of the respective parties and the Advertiser covenants and undertakes not to assign the Agreement without the consent of the Publisher first had and obtained, PROVIDED ALWAYS a minimum notice of two (2) months in writing shall be given to the Publisher by the Advertiser.

TERMS & CONDITIONS

17. A digital version of the Advertiser's printed advertisement may be placed by the Publisher on The Star Online website.
18. The Publisher reserves the absolute right to review and/or vary the terms and conditions herein contained from time to time and the Advertiser will be notified in writing following such review and/or variation.

B. ADVERTISING RESTRICTIONS

1. All advertisements must abide by various advertising restrictions and regulations that are or may be issued by the relevant or competent authorities from time to time, include but not limited to the following:
 - a. All advertisements must conform to the Malaysian Code of Advertising Practice.
 - b. All advertisements pertaining to medicine, infant food, health products and treatment affecting the human body must comply with the Medicines (Advertisement & Sale) Act 1956 (Revised - 1983) and the Medicine Advertisements Board Regulations 1976.
 - c. All advertisements on residential properties must bear necessary approval code number from the Ministry of Housing and Local Government.
 - d. All tour enterprises incorporated in Malaysia must be registered with the Tourist Development Corporation (TDC) and their advertisements must bear the enterprise's registration number.
 - e. All discount/sales advertisements must bear the approval code from the Ministry Of Domestic Trade and Consumer Affairs.
2. The Advertiser hereby represents and warrants to the Publisher that:
 - a. Nothing contained in the Materials shall be libelous and defamatory in nature; and
 - b. The content of the Materials does not infringe upon or violate the intellectual property rights (including without limitation any infringement of patent right, copyrights, registered design right, trademark or plagiarism) of any third party.

C. CREDIT TERMS

- a. Advertising Agencies accredited with the Publisher - all invoices and statements of accounts shall be settled within forty five (45) days after the first publication date.
- b. Advertisers with proven good track record by the Publisher, all invoices and statements of accounts shall be settled within thirty (30) days after the first publication date. Credit terms for advertisers in the category of pub, discos, event management and circus will be reviewed on a case to case basis.
- c. New advertisers are to pay cash prior to publication of advertisement.

D. NON-FULFILLMENT OF CONTRACT

- a. Where an agency/ies to use the Contract, the agency shall be fully responsible for the total Rate Adjustment. However if the agency wants to be absolved from paying the Rate Adjustment, it shall be the onus of the agency to include a letter of undertaking from the advertiser undertaking to pay the Rate Adjustment on demand in the event of non-fulfillment.
 - i) Where the agency signs the contract but loses the advertiser before the Contract expires, the agency shall be responsible for informing us immediately that they have lost the advertiser, and to submit documentary proof of the same and for the Rate Adjustment for non-fulfillment of contract as well
 - ii) However, if the advertiser now wants to advertise directly with us and wants to continue with the Contract, then the advertiser must give us a letter of undertaking for all Rate Adjustment should there be non-fulfillment.
- b. Where the agency signs the Contract but during the contract period loses the advertiser to another agency, subject to submission of documentary proof of the same being tendered to the Publisher, the responsibility for the Rate Adjustment shall be with the new agency. Before further placements of advertisements are allowed, the advertiser or the new agency wanting to continue with the existing Contract, must furnish us with a letter of undertaking, undertaking on demand to pay the Rate Adjustment in case of non-fulfillment not only for advertisements placed by the old agency but for all future advertisements.

TERMS & CONDITIONS

E. RATE ADJUSTMENT

1. **NON-FULFILLMENT OF THE MINIMUM COMMITMENT BY THE ADVERTISER.** In the event the Advertiser fails to honor the Minimum Commitment within the Contract Period, the Advertiser shall forthwith be liable to pay the Publisher the following: -

- (a) The Rate Adjustment which shall be calculated premised upon the difference between the actual rates appearing in the Publisher's Current Rate Book for the actual number of insertions published by the Advertiser during Contract Period less the Contract Rates in the event the Advertiser fails to commit a minimum number of insertions; or
- (b) The Rate Adjustment which shall be solely determined by the Publisher at its absolute discretion in the event the Advertiser fails to commit a minimum quantum.

For the avoidance of doubt, in such situations, the Contract Rates granted to the Advertiser under this Agreement shall no longer be applicable.

NO. OF INSERTIONS PER CONTRACT	NO. OF INSERTIONS FULLFILLED	RATE ADJUSTMENT TO BE PAID
10 INSERTIONS	1 TO 9 INSERTIONS	(CASUAL RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
18 INSERTIONS	1 TO 9 INSERTIONS	(CASUAL RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
18 INSERTIONS	10 TO 17 INSERTIONS	(10 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
35 INSERTIONS	1 TO 9 INSERTIONS	(CASUAL RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
35 INSERTIONS	10 TO 17 INSERTIONS	(10 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
35 INSERTIONS	18 TO 34 INSERTIONS	(18 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
45 INSERTIONS	1 TO 9 INSERTIONS	(CASUAL RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
45 INSERTIONS	10 TO 17 INSERTIONS	(10 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
45 INSERTIONS	18 TO 34 INSERTIONS	(18 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
45 INSERTIONS	35 TO 44 INSERTIONS	(35 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
100 INSERTIONS	1 TO 9 INSERTIONS	(CASUAL RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
100 INSERTIONS	10 TO 17 INSERTIONS	(10 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
100 INSERTIONS	18 TO 34 INSERTIONS	(18 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
100 INSERTIONS	35 TO 44 INSERTIONS	(35 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE
100 INSERTIONS	45 TO 99 INSERTIONS	(45 INSERTION RATE - CONTRACT RATE) X NO. OF INSERTIONS FULFILLED X SIZE

* Note : - This applies to both insertion and volume/quantum commitment
- No agency commission will be given on the rate adjustment.

MATERIAL REQUIREMENT

Colour Separations / Material Requirements

1. Base material	Newsprint - neutral in colour
2. Newsprint	45 g/m ²
3. Ink densities	Cyan 0.95 Magenta 0.95 Yellow 0.90 Black 1.10 Tolerance ± 0.05 for all colours, above zero paper base.
4. Colour sequence	Cyan - Magenta - Yellow - Black
5. Screen ruling	100 lines per inch
6. Dot shape	Elliptical dot with a minimum density of 3.0 with no dot fringe.
7. Screen angles	Cyan 108.4° Magenta 161.4° Yellow 90° Black 45°
8. Scanning resolution	300 dpi
9. Maximum ink density	240% for 4 colour printing & only 1 colour may be solid 160% for 2 colour printing & only 1 colour may be solid This is to improve trapping and reduce set-off, lost details and smudging.
10. Proofing standard	IFRA standard profile for newspaper printing - ISO 12647-3 ISOnewspaper26v4.icc for colour profile ISOnewspaper26v4_gr.icc for grey scale profile
11. Dot gain	Commercial proofs seldom reflect the 30% midtone dot gain incurred in newsprint. Dot gain of 30% at the 50% dot area is to be simulated in the proof making process to provide an approximation of the actual printed result.
12. All line copies	Minimum 7 points, except for legal & proclamation ads (minimum 5.5 points)
13. Reversed text on colour	Recommend Sans Serif type faces for greater clarity & readability Minimum 12 points for BW sans serif type is recommended. Minimum 14 points for 4 colour printing Not to be position within screen areas less than 70% nor in yellow / light colour background
14. All rules & character strokes	Minimum 0.5 points Thin rules & small light typeface lettering/text should be restricted to single colour solid printing
15. Point to check	Overprint & Knockout trapping
16. Color ads	Do not contain Spot, LAB or RGB colours. Please convert Spot / Pantone colours to CMYK
17. Format & Compatibility	Acrobat 6 and above (PDF 1.5) without crop marks and bleed. Ensure file can be separated correctly.
18. For Grayscale images	Highlight 7% to 9% Shadow 85% to 90%
19. The background	On which the text is to be printed on should be hollowed out. Text should be boldface sans serif type.

Note:

- 1) Due to mode of printing (high speed web wet-on wet) on newsprint, a certain degree of set-off and see through must be expected.
- 2) Misregistration of 0.5mm is acceptable in Newspaper colour printing.
- 3) Advertisement printed on newsprint will always appear darker than the final sheet-fed proofs supplied by the production houses due to inevitable dot-gain.

LATE MATERIAL SUBMISSION CHARGES

1. Late material submission charges:

- (a) RM250* per process colour
(For material deadlines, please refer to page 11 of the rate card)
- (b) Additional late material charges of RM1,000 will be charged after the following deadlines for the next day publication** :

Main Paper / StarBiz	(from Monday to Saturday)	: 8pm (1 working day before publication date)
StarBizweek	(Saturday)	: 4pm (on Friday)
Star2	(from Monday to Friday)	: 4pm (1 working day before publication date)
Star2	(Saturday)	: 11am (on Friday)
Star2	(Sunday)	: 4pm (on Friday)
StarMetro Editions	(from Monday to Saturday)	: 11am (1 working day before publication date)

Note : All late material arrangements must be followed by a formal letter, within 24 hours.

2. For all material sent after 8pm for next day publication**

Material must be sent before 9.00pm for next day's publication, failing which, a repeat ad copy will be used or other filler ads will be used, at The Star's discretion. All charges will be borne by the Advertiser.

* "Per process colour" is defined as per advertisement booking. Example: Full Colour late material charges equals RM250 X 4 process colours = RM1,000

** "Next day publication" does not include public holidays, Saturdays and Sundays

NOTE

NOTE