

## EDUCATION GUIDE I

With the myriad choices out there, education today has become a competitive industry. Be ahead of the pack with our StarSpecial and reach parents and students.

Join us today and start establishing your foothold in the industry.

### National Advertisement Rates :

**RM78.00** per cm col or contract rates where applicable. 20% discount from Main Paper (Wed-Sat) rates for BW ads.

### Suggested Size

37cm x 8col (Full page)  
18cm x 8col (Half page)  
18cm x 4col (Qtr page)

### Black & White

RM 18,470.40  
RM 8,985.60  
RM 4,492.80

### 2 Neg. Colour

RM 23,470.40  
RM 13,985.60  
RM 9,492.80

### Full Colour

RM 31,500.00  
RM 22,000.00  
RM 17,600.00

### Edition: National

Publication Date	Booking & Story deadline	Material deadline
02 Jan 2020	17 Dec 2019	27 Dec 2019
06 Feb 2020	22 Jan 2020	03 Feb 2020
05 Mar 2020	20 Feb 2020	02 Mac 2020
02 Apr 2020	19 Mac 2020	30 Mac 2020
07 May 2020	22 Apr 2020	04 May 2020
04 Jun 2020	19 May 2020	01 Jun 2020
02 Jul 2020	18 Jun 2020	29 Jun 2020
06 Aug 2020	22 Jul 2020	03 Aug 2020
03 Sep 2020	18 Aug 2020	28 Aug 2020
01 Oct 2020	17 Sep 2020	28 Sep 2020
05 Nov 2020	21 Oct 2020	02 Nov 2020
03 Dec 2020	19 Nov 2020	30 Nov 2020

### Let's talk about you!

Enjoy a free write-up\* when you book an ad with us (min 72 cm col)

### Maximise your exposure!

Print + Digital Advertorial Package\* RM20,000

- 1 Half Page Black & White ad in the supplement
- 1 write-up in the supplement
- 1 online upload of write-up on TSOL
- 1 week traffic driver
- 1 social media post

### Make an impact!

Get your ad & story featured on the same / facing pages\* at an additional 30% loading

### First impression matters!

Cover picture & logo buy\* RM12,000 (National)

#### \*Terms & Conditions

1. All rates are subject to Service Tax 6%
2. Press release must be submitted before the story deadline.
3. Interviews will be granted wherever possible at The Star's discretion.
4. Size / length of write-up is strictly at the editor's discretion.
5. Write-up will be edited and laid out based on editorial house style.
6. Ad & story on same / facing pages is not applicable for health related products or services that require MOH / KKLJU approval
7. Cover picture & logo buy is only valid with a minimum of FPBW or HPFC ad in the supplement.