



## HIGHER EDUCATION I

Higher Education is the biggest and most important investment towards the future. If you have something to offer students, join us - our StarSpecial is the perfect platform on which to advertise and get your name noticed.

### 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
09 Jan 2020	24 Dec 2019	06 Jan 2020
13 Feb 2020	30 Jan 2020	10 Feb 2020
12 Mar 2020	27 Feb 2020	09 Mar 2020
09 Apr 2020	26 Mar 2020	06 Apr 2020
14 May 2020	28 Apr 2020	11 May 2020
11 Jun 2020	28 May 2020	08 Jun 2020
09 Jul 2020	25 Jun 2020	06 Jul 2020
13 Aug 2020	29 Aug 2020	10 Aug 2020
10 Sep 2020	26 Aug 2020	07 Sep 2020
08 Oct 2020	24 Sep 2020	05 Oct 2020
12 Nov 2020	28 Oct 2020	09 Nov 2020
10 Dec 2020	26 Nov 2020	07 Dec 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.