

UPDATED
APRIL

COURSE FOCUS

The Star's Course Focus supplement is a series designed to provide school-leavers some much-needed guidance in choosing the best programme and institution for them. This series is the perfect opportunity for tertiary institutions to promote their range of pre-university, diploma and bachelor's degree courses.

Institutions will have a great chance to showcase the benefits of their programmes to attract potential students and provide information on admission procedures, scholarships, intake dates, facilities and more.

StarSpecial Expands Online into StarPicks!

(www.thestar.com.my/StarPicks)
Increase your reach with 8.1 million
online users of thestar.com.my

*Selected supplements will be uploaded in
StarPicks in a downloadable PDF format.
Terms & Conditions apply

National Advertisement Rates:

RM58.50[^] per cm col (Black & White) / **RM26,775** Full Page Full Colour
or contract rates where applicable.

[^]based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 25% discount

Edition: National

Publication Date	Supplements	Booking & Story Deadline	Material Deadline
30 May 2023	Pre-U	16 May 2023	24 May 2023
6 Jun 2023	Scholarship and Loans	23 May 2023	31 May 2023
13 Jun 2023	Business, Accounting & Finance	30 May 2023	7 Jun 2023
20 Jun 2023	Engineering & Architecture	6 Jun 2023	14 Jun 2023
27 Jun 2023	Allied Health Science	13 Jun 2023	21 Jun 2023
4 Jul 2023	Hospitality, Law & Teaching	20 Jun 2023	28 Jun 2023
11 Jul 2023	Digital Technology, Communication, Arts & Design	27 Jun 2023	5 Jul 2023
18 Jul 2023	Foreign Degree & Branch Campus	4 Jul 2023	12 Jul 2023
25 Jul 2023	Business, Accounting & Finance	11 Jul 2023	19 Jul 2023
1 Aug 2023	Engineering & Architecture	18 Jul 2023	26 Jul 2023
8 Aug 2023	Allied Health Sciences, Medicine, Dentistry & Pharmacy	25 Jul 2023	2 Aug 2023
15 Aug 2023	Course Focus - Hospitality, Law & Teaching	1 Aug 2023	9 Aug 2023
22 Aug 2023	Course Focus - Digital Technology, Communications, Arts & Design	8 Aug 2023	16 Aug 2023
29 Aug 2023	Course Focus - Foreign Degree & Branch Campus	15 Aug 2023	23 Aug 2023

eSupplements Special Promo

Enjoy both DIGITAL & PRINT Presence!
Upgrade your ad to Full Colour with our special rates!

Advertisement	Cost (RM)
Quarter Page Full Colour Ad + Story	7,500
Junior Page* Full Colour Ad + Story	10,000
Half Page Full Colour Ad + Story	15,000
Full Page Full Colour Ad + Story	25,000

Notes:

- Ads in PDF eSupplements will be hyperlinked to advertiser's website.
- Selected supplements will be uploaded to StarPicks in a downloadable PDF format.
- Full Colour ad upgrade promo valid until 31 December 2023.
- *Junior page - all ad sizes bigger than 72cm/col and below 144cm/col ie. 24x5, 37x3, 28x4, 12x8

Connect with our affluent audiences

Over
68%
are PMEBs
& Professionals

Over
64%
are decision
makers of consumer
durable products

Data Source:
Nielsen consumer
and media view.
Period: Jan - December
2021 read past week

*Terms & Conditions

1. All rates are subject to Service Tax 6%.
2. All ads booked (minimum 72 cm col) are entitled to a free story in the same supplement.
3. Press release must be submitted before the story deadline.
4. Interviews will be granted wherever possible at The Star's discretion.
5. Size / length of print story is strictly at the editor's discretion. Digital advertorial word limit is 500 words.
6. Story will be edited and laid out based on editorial house style.

7. Ad & story on the same / facing pages is available at additional 30% loading. This is not applicable for health related products or services that require MOH / KKLIU approval.
8. Cover picture & logo buy is available at RM12,000*. This is only valid with a minimum of Full Page Black & White or Half Page Full Colour ad buy in the same supplement. Cover picture is subject to approval from The Star. Other T&Cs apply.
9. Digitiorials promo & inventories are subject to change.

StarPicks (Digital) + StarSpecial

(Print Supplement) Package RM30,000 (ROI : 4.03)

- 1 digital advertorial in StarPicks (digital) with 10,000 guaranteed pageviews
- 1 week unbranded traffic driver* on The Star website (ROS)
- 1 social media post each on The Star Facebook, Twitter & Instagram
- 150,000 Facebook reach + 1,500 Facebook engagement
- 1 Half Page Full Colour ad + 1 story** in StarSpecial (print)

* Traffic driver is done by Star Media Group

** Print story is the same content as digital advertorial

All inventories to be utilised on the same publication date

GET STARTED

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