

EDUCATION GUIDE II

A solid education is a key to starting towards future success. It's an important stepping stone to shaping a person into becoming a citizen of tomorrow. Tell parents and students out there what you have to offer to help nurture and build a successful future in our Education Guide supplement. Let us connect you to your pool of potential students today.

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:

RM62.40[^] per cm col (Black & White) / RM31,500 Full Page Full Colour or contract rates where applicable.

[^]based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 20% discount

Edition: National		
Publication Date	Booking & Story deadline	Material deadline
20 April 2023	06 April 2023	17 April 2023
18 May 2023	03 May 2023	15 May 2023
15 June 2023	01 June 2023	12 June 2023
20 July 2023	06 July 2023	14 July 2023
17 August 2023	03 August 2023	14 August 2023
21 September 2023	07 September 2023	18 September 2023
19 October 2023	05 October 2023	16 October 2023
16 November 2023	02 November 2023	10 November 2023
21 December 2023	07 December 2023	18 December 2023

eSupplements Special Promo

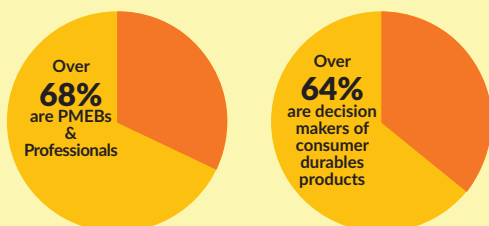
Enjoy both **DIGITAL & PRINT** Presence!
Pay Black & White rates and enjoy Full Colour ad upgrade

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 72cmcol and below 144cmcol ie: 24x5, 37x3, 28x4, 12x8

Connect with our affluent audiences



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

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

*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 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. Digital ads promos & inventories are subject to change.

GET STARTED
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