

HIGHER EDUCATION II

Higher education helps students sharpen their skills and build new relationships – it can even go beyond what students can find in a textbook. Help our readers sift through the many options available to them by sharing what you have to offer in our Higher Education supplement. Let us help you reach out to students looking for the best education choices.

**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 |
| 27 April 2023 | 13 April 2023 | 21 April 2023 |
| 25 May 2023 | 11 May 2023 | 22 May 2023 |
| 22 June 2023 | 08 June 2023 | 19 June 2023 |
| 27 July 2023 | 13 July 2023 | 24 July 2023 |
| 24 August 2023 | 10 August 2023 | 21 August 2023 |
| 28 September 2023 | 14 September 2023 | 25 September 2023 |
| 26 October 2023 | 12 October 2023 | 23 October 2023 |
| 23 November 2023 | 09 November 2023 | 20 November 2023 |
| 28 December 2023 | 14 December 2023 | 22 December 2023 |

eSupplements Special Promo

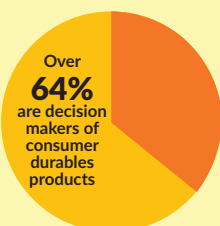
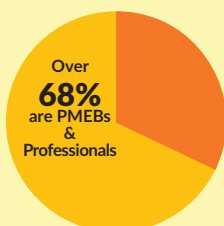
Enjoy both **DIGITAL & PRINT** Presence!
Pay Black & White rates and enjoy Full Colour ad upgrade

| 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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