



## StarSpecial 2017

# Beautiful Homes

A person's home is his den, his fortress of solitude, his rock of Gibraltar - it reflects a person's lifestyle, characteristics and personality - his ambitions, his successes and his ideals. The StarSpecial offers you, creators of grand lifestyle designs, a platform to showcase yourself, and allows you to capture the imagination of homeowners. Call our representatives today

### 1 Get your Ad & Story to be featured on the same / facing pages.

Ad and story on facing pages @ additional 30% loading (not applicable for health related products or service that require MOH / KKLIIU approval)

### 2 COVER PICTURE & LOGO

Cover picture with logo (National Edition RM12,000 & Metro Central Edition RM10,000) Above is valid with a minimum of FPBW or HPFC ad in the supplement. T & C apply

### 3 Ads of 72cm/col and above will be entitled for an editorial write-up.

Press release must be submitted before deadline. Interviews to be granted wherever possible, at The Star's discretion. Size / length of write-up is strictly at the editor's discretion. Write-up will be edited and laid out at the editor's discretions based on editorial house style.

#### Edition: National

Publication Date	Booking & Story deadline	Material deadline
08 Jan 2017	22 Dec 2016	04 Jan 2017
12 Feb 2017	27 Jan 2017	08 Feb 2017
12 Mar 2017	27 Feb 2017	08 Feb 2017
09 Apr 2017	27 Mar 2017	05 Apr 2017
14 May 2017	28 Apr 2017	10 May 2017
11 June 2017	29 May 2017	07 June 2017
09 July 2017	26 June 2017	05 July 2017
13 Aug 2017	31 July 2017	09 Aug 2017
10 Sep 2017	28 Aug 2017	06 Sep 2017
08 Oct 2017	25 Sep 2017	04 Oct 2017
12 Nov 2017	30 Oct 2017	08 Nov 2017
10 Dec 2017	27 Nov 2017	06 Dec 2017

**National Advertisement Rates :** RM78.00 per col cm or contract rates where applicable.  
30% discount from Main Paper (Wed-Sat) rates for BW ads.

Suggested Size	Black & White	2 Neg. Colour	Full Colour
37cm x 8col (Full page)	RM 16,161.60	RM 21,161.60	RM 25,200.00
37cm x 4col (Half page)	RM 7,862.40	RM 12,862.40	RM 17,600.00
18cm x 8col (Half page)	RM 3,931.20	RM 8,931.20	RM 14,080.00

#### Upgrade to Full Colour :

Full page, i.e. 296col cm, pay an additional RM6,500. All other sizes, i.e all sizes below 296col cm, pay an additional 50% loading to your BW ad rates

Rates quoted above are subject to 6% GST.

Rates are subject to change in the event of a 2017 rate adjustment.