



StarSpecial 2017

Body, Mind & Soul

~Wellness~

In a competitive industry so crucial to the well-being of all, you as an advertiser in health-related products need the perfect channel to share your products and services with the public. The StarSpecial gives you the platform to educate them. Call our representatives today.

Edition: National

Publication Date	Booking & Story deadline	Material deadline
17 Jan 2017	03 Jan 2017	12 Jan 2017
21 Feb 2017	06 Feb 2017	16 Feb 2017
21 Mar 2017	07 Mar 2017	16 Mar 2017
18 Apr 2017	04 April 2017	13 April 2017
16 May 2017	28 April 2017	11 May 2017
20 June 2017	05 June 2017	14 June 2017
18 July 2017	04 July 2017	13 July 2017
15 Aug 2017	01 Aug 2017	10 Aug 2017
19 Sep 2017	05 Sep 2017	14 Sep 2017
17 Oct 2017	04 Oct 2017	12 Oct 2017
21 Nov 2017	07 Nov 2017	16 Nov 2017
19 Dec 2017	04 Dec 2017	14 Dec 2017

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 / KKLIU 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.

National Advertisement Rates : RM78.00 per col cm or contract rates where applicable.
25% discount from Main Paper (Wed-Sat) rates for BW ads.

Suggested Size	Black & White	2 Neg. Colour	Full Colour
Full Page (37cmx8col)	RM 17,316.00	RM 22,316.00	RM 26,775.00
½ Page (18cmx8col)	RM 8,424.00	RM 13,424.00	RM 18,700.00
¼ Page (18cmx4col)	RM 4,212.00	RM 9,212.00	RM 14,960.00

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.

Submission of press releases for write-up approved by MOH & KKLIU :

- Maximum 750-word write-up for full page ad
- Maximum 500-word write-up for half page ad
- Maximum 250-word write-up for quarter page ad

Press releases that exceed the number of words will not be accepted as edited versions will require re-approval from MOH & KKLIU.

Star Media Group reserves the right to remove unsubstantiated claims from any write up as we deem fit.