



StarSpecial 2017

Seminar & Convention

Over the past years, Malaysia continues to witness a steady burgeoning in its meetings, incentives, conventions and exhibitions (MICE) industry. It is a perfect platform for participants worldwide to network with other movers and shakers of the MICE markets.

This supplement features relevant information required for organisations to stage successful MICE events by providing comprehensive details on venues, facilities and other supporting services.

This Seminar & Convention supplement is a perfect medium for advertisers to reach out to interested organisations from The Star's vast readership and highlight their top-notch capabilities in event management, facilities and services.

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.

Edition: National

| Publication Date | Booking & Story deadline | Material deadline |
|------------------|--------------------------|-------------------|
| 21 Mar 2017 | 07 Mar 2017 | 16 Mar 2017 |
| 16 May 2017 | 02 May 2017 | 11 May 2017 |
| 18 July 2017 | 04 July 2017 | 13 July 2017 |
| 19 Sep 2017 | 05 Sep 2017 | 14 Sep 2017 |
| 21 Nov 2017 | 06 Nov 2017 | 16 Nov 2017 |

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 |
|-------------------------|---------------|---------------|--------------|
| 37cm x 8col (Full page) | RM 17,316.00 | RM 22,316.00 | RM 26,775.00 |
| 18cm x 8col (Half page) | RM 8,424.00 | RM 13,424.00 | RM 18,700.00 |
| 18cm x 4col (Qtr page) | 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.