



## StarSpecial 2017

### Parenting: Early Childhood Years

The recognition of early childhood as prime time to develop a child's potential and abilities is growing at a phenomenal rate. Reach out to parents out there with your programmes for child development and enrichment in our Early Childhood Years supplements.

#### Edition: National

Publication Date	Booking & Story deadline	Material deadline
12 Jan 2017	28 Dec 2016	09 Jan 2017
9 Feb 2017	26 Jan 2017	06 Feb 2017
9 Mar 2017	23 Feb 2017	06 Mar 2017
13 Apr 2017	30 Mar 2017	10 Apr 2017
11 May 2017	24 Apr 2017	05 May 2017
8 June 2017	25 May 2017	05 June 2017
13 July 2017	29 June 2017	10 July 2017
10 Aug 2017	27 July 2017	07 Aug 2017
14 Sep 2017	29 Aug 2017	11 Sep 2017
12 Oct 2017	28 Sep 2017	09 Oct 2017
9 Nov 2017	26 Oct 2017	06 Nov 2017
14 Dec 2017	28 Nov 2017	08 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.  
20% 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 18,470.40	RM 23,470.40	RM 31,500.00
37cm x 4col (Half page)	RM 8,985.60	RM 13,985.60	RM 22,000.00
18cm x 8col (Half page)	RM 4,492.80	RM 9,492.80	RM 17,600.00

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.