

AD RATES -CLASSIFIEDS

BLACK & WHITE

NATIONAL EDITION	Mondays to Sundays					
	Main Paper			ROP		
	Wed-Sat RM	Mon-Tue RM	Sun RM	Wed-Sat RM	Mon-Tue RM	Sun RM
CASUAL	78.00					
2 - 5 insertions *	77.00	10% discount from Main Paper	20% discount from Main Paper	20% discount from Main Paper	25% discount from Main Paper	30% discount from Main Paper
10 insertions	74.80	(Wed-Sat) rates	(Wed to Sat) rates	(Wed-Sat) rates	(Wed-Sat) rates	(Wed-Sat) rates
18 insertions	72.80					
35 insertions	70.80					
45 insertions	67.50					

Main Paper refers to Front Half and Back Half of Main Paper (including Sundays), StarBiz and StarBizWeek.

Loading is applicable for all specified positions.

* Utilization period is 2 months for the 2 - 5 insertions rate. Bookings are to be made in one space order; cancellations are not allowed.

STARMETRO EDITION	Mondays to Saturdays			
	10% discount will be extended to advertisements booked for publication days Mondays to Tuesdays			
	Central RM	North RM	South & East RM	Sarawak RM
CASUAL	46.00	39.00	20.00	18.00
2 - 5 insertions *	45.50	37.00	19.00	17.00
10 insertions	43.50	35.00	17.00	15.50
18 insertions	41.50	32.50	16.00	14.50
35 insertions	39.50	28.50	14.00	13.00
45 insertions	37.00	25.50	13.00	12.00

* Utilization period is 2 months for the 2- 5 insertions rate. Bookings are to be made in one space order; cancellations are not allowed.

PROCESS COLOUR SURCHARGE

EDITION	National	StarMetro			
	RM	Central RM	North RM	South & East RM	Sarawak RM
2 Process Colour *	5,000	3,500	3,000	2,500	2,000
3 Process colour *	9,000	6,500	5,500	5,000	4,000

* Includes Black process colour. Creative use of colour is allowed so long as it conforms to the process colour supplied as above.

FULL COLOUR

NATIONAL EDITION	Wednesdays to Saturdays			Mondays to Tuesdays			Sundays		
	Main FH/BU RM	Main BH RM	ROP RM	Main FH/BU RM	Main BH RM	ROP RM	Main FH RM	Main BH RM	ROP RM
37cm X 8col	48,600		31,500						
37cm X 4col	37,000	20% discount from (Wed-Sat) Main	22,300	10% discount from (Wed-Sat) Main	30% discount from (Wed-Sat) Main	15% discount from (Wed-Sat) ROP	20% discount from (Wed-Sat) Main FH/BU rates	35% discount from (Wed-Sat) Main FH/BU rates	20% discount from (Wed-Sat) ROP rates
20cm X 8col	38,000		23,000						
18cm X 8col	36,800		22,000						
18cm X 4col	31,200		17,600						

Main FH/BU refers to Front Half of Main Paper, StarBiz and StarBizWeek.

BU is not applicable for Sundays. Loading applies for position specified in Main FH on Sundays.

Main BH refers to Back Half of Main Paper (including Sundays).

ROP refers to Star2, Automania, StarSpecials and other National edition pullouts.

Minimum size for Main Front Half / Main Front Half Right is at 144 colcm

STARMETRO EDITION	StarMetro			
	10% discount will be extended to advertisements booked for publication days Mondays to Tuesdays			
	Central RM	North RM	South & East RM	Sarawak RM
37cm X 8col	25,900	24,200	13,500	12,850
37cm X 4col	19,100	18,500	10,500	10,200
20cm X 8col	19,700	18,900	10,700	10,400
18cm X 8col	18,900	18,300	10,400	10,100
18cm X 4col	15,600	15,400	8,950	8,800

NOTES :

1. National ROP buy: Advertisements can be placed in any available positions within the paper and bookings received after our normal deadline will be charged Main Paper rate.
2. Loading is applicable for all specified positions.
3. StarMetro editions are not available on Sundays.
4. Minimum sizes - refer to the notes in Prime Positions / Loading page.
5. One, six and seven columns are not applicable for Display ads.
6. All rates are calculated based on col. cm. except for Full Colour.
7. 3 sets of digital proof to be supplied for Spot Colour and Full Colour ads in National Edition.
2 sets of digital proof to be supplied for Spot Colour and Full Colour ads in StarMetro Editions.
8. All rates are subject to 6% Government Service Tax.

AD RATES -CLASSIFIEDS

myStarjob / Notice

myStarjob - Min. size: 5cm x 2col

Notice/Tender - Min. size: 5cm x 1col

National Edition				StarMetro Central Edition			
In Classifieds		Out of Classifieds**		In Classifieds		Out of Classifieds**	
Full Colour	B&W	Full Colour	B&W	Full Colour	B&W	Full Colour	B&W
RM35,300	RM72.00	49,500	RM82.00	RM24,650	RM44.00	RM27,650	RM54.00

StarMetro North Edition				StarMetro South & East Edition			
In Classifieds		Out of Classifieds**		In Classifieds		Out of Classifieds**	
Full Colour	B&W	Full Colour	B&W	Full Colour	B&W	Full Colour	B&W
RM27,700	RM53.00	RM30,600	RM63.00	RM13,500	RM20.00	RM16,500	RM30.00

StarMetro Sarawak			
In Classifieds		Out of Classifieds**	
Full Colour	B&W	Full Colour	B&W
RM12,850	RM12.00	RM15,500	RM22.00

** Out of classifieds refers to ads of the following nature:
News packaging / Rebranding / Announcement /
Relocation / Auction / Business Opportunity etc.

Minimum size: 5cm x 1col

CLASSIFIED DISPLAY (Single Column)

Maximum size: 37cm x 1col

EDITION	National RM	StarMetro Central RM	StarMetro North RM	StarMetro South & East RM	StarMetro Sarawak RM
CASUAL	34.00	25.00	28.00	12.50	12.00
5 insertions *	33.50	24.00	27.00	12.00	11.50
10 insertions	31.50	22.50	26.00	11.50	11.00
18 insertions	29.50	21.50	23.50	11.00	10.50
35 insertions	27.50	20.50	21.50	10.50	10.00
45 insertions	25.00	18.50	18.50	9.50	9.00
100 insertions	23.50	17.50	17.50	9.00	8.50

* Utilization period is 3 months for the 5-insertion rate. Bookings are to be made in one space order; cancellations are not allowed.

* Not applicable for Notice Ad (eg. Tender, Lost & Found, Announcement & etc).

CLASSIFIED DISPLAY (Multi Columns)

Minimum size: 5cm x 2col

EDITION	National RM	StarMetro Central RM	StarMetro North RM	StarMetro South & East RM	StarMetro Sarawak RM
CASUAL	72.00	44.00	41.00	20.00	18.00
5 insertions *	69.00	43.00	40.00	18.00	17.50
10 insertions	66.00	42.00	39.00	17.00	16.50
18 insertions	63.00	40.00	37.00	16.00	15.50
35 insertions	60.00	38.00	35.00	14.50	14.00
45 insertions	57.00	36.00	32.00	13.50	13.00
100 insertions	54.00	33.00	30.00	12.00	11.50

* Utilization period is 3 months for the 5-insertion rate. Bookings are to be made in one space order; cancellations are not allowed.

LINER ADS (PER LINE - Minimum 4 lines)

* 4 days (3+1 FOC)

EDITION	National RM	StarMetro Central RM	StarMetro North RM	StarMetro South & East RM	StarMetro Sarawak RM
<u>myStarjob</u>					
One Day	17.50	10.00	13.00	5.00	5.00
4 Days*	17.50	10.00	13.00	5.00	5.00
<u>Others</u>					
One Day	14.00	6.50	11.00	3.00	3.00
4 Days*	14.00	6.50	11.00	3.00	3.00

BOX NO. CHARGES FOR ALL EDITIONS	RM
Collected replies	100
Posted replies	250
Posted replies to Foreign address	500

NOTES :

1. Spot Colour surcharge - please refer to the table in Ad Rates - Display section.
2. Full colour rates are for full page ads only.
3. StarMetro editions are not available on Sundays.
4. All rates are subject to 6% Government Service Tax

PRIME POSITIONS

	Full Colour LOADING	Black & White/ Spot Colour LOADING
1. Main		
a) Front Half Right		
1 st Colour / 1 st BW	50% *	60% *
2 nd Colour	45%	-
3 rd Colour	40%	-
4 th Colour	40%	-
5 th Colour	35%	-
6 th Colour	35%	-
Other Pages - min 144 col. cm	30%	50%
b) Front Half Left		
1 st FHL / 2 nd FHL - min 144 col cm & max 160 col cm [#]	40%*	50%*
Full Colour - min 144 col. cm	20%	-
Black & White - min 72 col. cm	-	40%
c) Back Half / World / Sports		
World / Sports Right	20%	35%
Other Pages	15%	25%
Inside Back Cover (Left or Right)	50%*	50%*
2. StarBiz (Monday to Friday)		
Inside Front Cover - (Full Page and Half Page Only)	25%	40%
1 st Colour Right (Full Page only)	35%	-
Front Half Right	25%	40%
Front Half	20%	35%
Other Pages	15%	30%
3. StarBizWeek (Saturday) - min 72 col cm		
1 st Colour Right / Outside Back Cover (Full Page only)	25%	-
Front Half Right	20%	30%
Front Half	15%	25%
Other Specified Positions	15%	25%
Run-on-pages (ROP)	10%	15%
4. Star2 / StarMetro / Others (**)		
1 st Colour Right / 1 st B&W Right (Full Page only)	30%	50%
2 nd Colour Right / 2 nd B&W Right (Full Page Only)	25%	40%
Outside Back Cover - (Metro Central / South East / North / Sarawak)	25%	-
Front Half Right	20%	30%
Front Half	15%	25%
Other Specified Positions	15%	20%
Run-on-pages in Star2 / StarEducate / Fit4Life	10%	15%
5. Centrespread		
Main	40%	-
StarBiz / StarBizWeek	40%	50%
Star2 / StarMetro / Others (**)	20%	40%
6. Consecutive / Facing - Right & Left		
All Sections	Additional 10%	Additional 10%
7. Odd Sizes		
All sections except Main Paper, StarBiz & Sports	50%	50%

Notes :

- * Full loading applies.
- # Booking has to come in as 1st FH Left / 2nd FH Left. The Advertiser cannot specify whether they want 1st FH Left or 2nd FH Left. Pagination is strictly at The Star's discretion.
- Odd Sizes refer to sizes not specified in the relevant Ready Reckoner.
- Other Specified Positions refer to any request for ads to be anchored in a particular section/page.
- Costing for solus / creative buys are subject to terms & conditions.
- Others (**) refers to Star2, Star2 on Saturday, Star2 on Sunday, automania, StarSpecials and all other pullouts



4As MALAYSIA
GROWING BRANDS
THROUGH CREATIVITY
40th ANNIVERSARY



Life Inspired

Arbiters of style and refined living



RATES

Size

37cm x 8 col (FPFC)
18cm x 8 col (HPFC)
10cm x 8 col (bottom panel)
Full wrap
Half wrap

Rate per insertion

RM 36,000
RM 25,000
RM 16,000
RM 220,000
RM 150,000

Loadings (Applicable for specified positions):

Inside Front & Outside Back	100%
1 st Front Half Right	50%
Other Front Half Right	30%

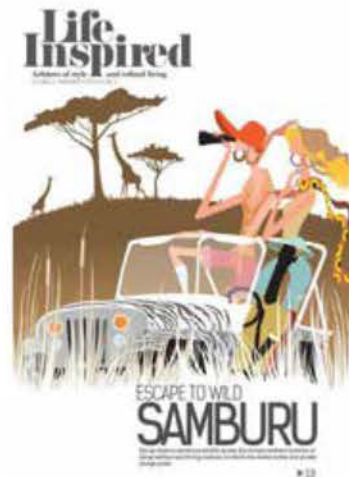
BOOKING DEADLINE

5 working days before publication date

COPY DEADLINE

3 working days before publication date

Rates subject to 6% GST



FIXED POSITIONS

1. Main Paper (Mondays to Sundays)

FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	42,500
	1 SET	-	-	34,800
	2 SETS	-	-	33,800
	3 SETS	-	-	32,800
	4 SETS	-	-	31,600
PAGE 2	(10cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	22,000	25,000
	1 SET	-	15,900	18,900
	2 SETS	-	15,200	18,200
	3 SETS	-	14,900	17,900
	4 SETS	-	14,500	17,500
PAGE 3	(18cm x 4 col / 10cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	26,000	32,000
	1 SET	-	20,000	25,800
	2 SETS	-	19,500	25,000
	3 SETS	-	19,000	24,200
	4 SETS	-	18,600	23,400
	(20cm x 4 col / 12cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	29,000	35,000
	1 SET	-	23,300	29,000
	2 SETS	-	22,700	28,200
	3 SETS	-	22,200	27,400
	4 SETS	-	21,800	26,700
PAGE 4	(10cm x 8 col / 37cm x 2col / 18cm x 4col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	13,500	16,000	23,000
	1 SET	9,350	11,400	16,200
	2 SETS	8,750	10,850	15,500
	3 SETS	8,200	10,550	15,000
	4 SETS	7,700	10,100	14,500
	(20cm x 4 col / 12cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	15,000	19,000	28,000
	1 SET	10,900	14,000	19,000
	2 SETS	10,350	12,900	18,000
	3 SETS	9,800	12,150	17,000
	4 SETS	9,250	11,600	16,000
BACK PAGE / STARSPOINT	(12cm x 5 cm) / Top	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	7,000	8,200	10,800
	1 SET	4,500	5,700	6,500
	2 SETS	4,200	5,150	6,100
	3 SETS	3,900	4,600	5,800
	4 SETS	3,500	4,100	5,500
	(8cm x 8 col) / Bottom	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	15,500	24,500	28,000
	1 SET	11,500	20,000	23,000
	2 SETS	11,000	19,700	22,500
	3 SETS	10,500	19,300	22,000
	4 SETS	10,000	19,000	21,600
STARSPOINT	Editorial Header	B&W (RM)	S/C (RM)	F/C (RM)
	Max (4cm x 2 col / 5cm x 2col)	-	-	18,000
Note: a) Open to sponsors of events only. b) Strictly logo of events/sponsors. No other information is allowed within the space.				

2. StarBiz (Mondays to Fridays)				
FRONT PAGE	(8cm x 8col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	10,000	16,000
	1 SET	-	7,000	11,000
	2 SETS	-	6,750	10,600
	3 SETS	-	6,450	10,400
	4 SETS	-	6,200	10,100
BURSA MALAYSIA (Tuesdays to Fridays)	(4cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	2 MONTHS	1,100	2,150	2,950
	6 MONTHS	1,050	2,100	2,900
	12 MONTHS	1,000	2,000	2,800
3. StarBizWeek (Weekly - Saturdays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	16,000
	1 SET	-	-	11,000
	2 SETS	-	-	10,600
	3 SETS	-	-	10,400
	4 SETS	-	-	10,100
PAGE 3	(10cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	14,500
	1 SET	-	-	11,300
	2 SETS	-	-	11,100
	3 SETS	-	-	10,800
	4 SETS	-	-	10,500
4. Star2 (Mondays to Sundays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	9,000	11,000	14,500
	1 SET	5,400	6,500	9,700
	2 SETS	5,000	6,100	9,300
	3 SETS	4,700	5,700	8,900
	4 SETS	4,400	5,100	8,400
PAGE 3	(10cm x 8 col / 18cm x 4col / 37cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	10,000	12,000	15,000
	1 SET	5,600	6,700	10,000
	2 SETS	5,300	6,400	9,400
	3 SETS	4,900	6,000	9,000
	4 SETS	4,550	5,700	8,600
TV HIGHLIGHTS	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	-	11,500
	1 SET	-	-	8,200
	2 SETS	-	-	7,950
	3 SETS	-	-	7,700
	4 SETS	-	-	7,500
5. StarMetro Central (Mondays to Saturdays)				
DISPLAY	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
FRONT PAGE	LOOSE BUY	7,000	8,500	11,500
	1 SET	4,250	5,500	7,600
	2 SETS	4,000	5,250	7,300
	3 SETS	3,800	5,050	7,100
	4 SETS	3,500	4,700	6,800
PAGE 3	(10cm x 8 col / 37cm x 2col / 18cm x 4col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	7,500	9,000	11,800
	1 SET	4,850	5,800	7,800
	2 SETS	4,650	5,600	7,600
	3 SETS	4,450	5,400	7,400
	4 SETS	4,250	5,200	7,200
EVENT LOGO (4cm x 2col per logo)		-	-	15,000
StarSearch	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
FRONT PAGE	LOOSE BUY	-	5,500	7,600
	6 insertions	-	3,450	5,300
	12 insertions	-	3,300	5,100

6. StarMetro North (Mondays to Saturdays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	6,000	8,000	10,000
	1 SET	2,900	4,000	5,900
	2 SETS	2,600	3,500	5,700
7. StarMetro South & East (Mondays to Saturdays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	4,500	6,000	10,000
	1 SET	1,250	1,850	3,150
	2 SETS	1,130	1,730	3,000
	3 SETS	1,010	1,610	2,850
	4 SETS	890	1,490	2,700
8. StarSarawak (Mondays to Saturdays)				
FRONT PAGE	(8cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	4,500	6,000	10,000
	1 SET	1,250	1,850	3,150
	2 SETS	1,130	1,730	3,000
	3 SETS	1,010	1,610	2,850
	4 SETS	890	1,490	2,700
9. automania (Weekly - Thursdays)				
PAGE 3 / PAGE 4	(8cm x 8 col / 37cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	9,500	-	15,000
	1 SET	5,600	-	10,000
	2 SETS	5,300	-	9,400
	3 SETS	4,900	-	9,000
	4 SETS	4,550	-	8,600
10. Star Fit4life (Weekly - Sundays)				
FRONT PAGE/	(8 cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	9,000	11,000	14,500
	1 SET	5,400	6,500	9,700
	2 SETS	5,000	6,100	9,300
	3 SETS	4,700	5,700	8,900
	4 SETS	4,400	5,100	8,400
PAGE 3	(10cm x 8 col / 18cm x 4col / 37cm x 2col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	10,000	12,000	15,000
	1 SET	5,600	6,700	10,000
	2 SETS	5,300	6,400	9,400
	3 SETS	4,900	6,000	9,000
	4 SETS	4,550	5,700	8,600
11. StarEducate (Weekly - Sundays)				
FRONT PAGE	BOTTOM PANEL (8 cm x 8 col)	B&W (RM)	S/C (RM)	F/C (RM)
	LOOSE BUY	-	10,800	15,000
	1 SET	-	6,500	9,700
	2 SETS	-	6,100	9,300
	3 SETS	-	5,700	8,900
	4 SETS	-	5,100	8,400

NOTES :

- One set comprises 13 or 14 insertions.
- Rates quoted are per insertion.
- Panel contracts are on a calendar year basis i.e. January to December.
- Spot Colour rates quoted refer to one spot colour (2 process colour).
Additional charges will apply for usage of 3 process colour - RM1,500 for Nat and RM1,000 for Metro.
- For Fixed Positions with option on sizes, advertisers with any panel commitment are allowed to alternate the ad size (1 week notice is required if there is any changes in panel ad size).
- A surcharge will be levied for non-completion of contract and/or cancellations. 50% of the incomplete
- Panel advertisements are strictly for display advertisements only.
- Creative buy options are available upon request. Terms & conditions apply.
* This refers to available panel ads not taken in sets. Terms and conditions apply.