



StarSpecial 2017

Traveller's Special

Jaunting off on a well-deserved vacation is now the norm. Reach out to potential travellers and seasoned travellers alike with our Traveller's Special supplements and help them plan a memorable vacation.

Edition: Metro Central

Publication Date	Booking & Story deadline	Material deadline
25 Jan 2017	11 Jan 2017	20 Jan 2017
22 Feb 2017	07 Feb 2017	17 Feb 2017
22 Mar 2017	08 Mar 2017	17 Mar 2017
26 Apr 2017	12 Apr 2017	21 Apr 2017
24 May 2017	09 May 2017	19 May 2017
28 June 2017	09 June 2017	21 June 2017
26 July 2017	12 July 2017	21 July 2017
23 Aug 2017	09 Aug 2017	18 Aug 2017
27 Sep 2017	12 Sep 2017	22 Sep 2017
25 Oct 2017	09 Oct 2017	19 Oct 2017
22 Nov 2017	08 Nov 2017	17 Nov 2017
27 Dec 2017	12 Dec 2017	21 Dec 2017

Metro Central Advertisement Rates : RM46.00 per col cm or contract rates where applicable.

Suggested Size	Black & White	2 Neg. Colour	Full Colour
37cm x 8col (Full page)	RM 13,616.00	RM 17,116.00	RM 25,900.00
37cm x 4col (Half page)	RM 6,624.00	RM 10,124.00	RM 18,900.00
18cm x 8col (Half page)	RM 3,312.00	RM 6,812.00	RM 15,600.00

Upgrade to Full Colour :

Full page, i.e. 296col cm, pay an additional RM5,000. 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.

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.