

RATES - THE STAR ONLINE

WELCOME page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Eyeblander	5,000	30,000	400 pixels (w) x 250 pixels (h) Landing icon: 60 pixels x 60 pixels	25k
Expandable Leaderboard	3,400	20,000	728 pixels (w) x 90 pixels (h) expands to 728 pixels (w) x 200 pixels (h)	40k
Leaderboard	2,400	14,000	728 pixels (w) x 90 pixels (h)	20k
Expandable Medium Rectangular	1,900	12,500	300 pixels (w) x 250 pixels (h) expands to 600 pixels (w) to 250 pixels (h)	20k
Medium Rectangular	1,400	9,500	300 pixels (w) x 250 pixels (h)	20k
Expandable Mid Page	1,800	11,000	391 pixels (w) x 50 pixels (h) expands to 391 pixels (w) x 150 pixels (h)	20k
Mid Page	1,300	8,000	391 pixels (w) x 50 pixels (h)	15k
Text Link	800	5,000	Max. of 8 words	-
Tile	600	4,000	100 pixels (w) x 50 pixels (h)	10k

*Note: Eyeblander/landing icon will be capped to 1 view per unique visitor.
All banners in Welcome Page will be rotated at a maximum of 6 advertisers (except Eyeblander and Tile banners).*

NEWS / BUSINESS page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Eyeblander (Homepage only)	3,500	21,000	400 pixels (w) x 250 pixels (h) Landing icon: 60 pixels x 60 pixels	25k
Expandable Large Rectangular	2,500	15,000	336 pixels (w) x 280 pixels (h) expands to 500 pixels (w) x 300 pixels (h)	40k
Large Rectangular	1,800	11,000	336 pixels (w) x 280 pixels (h)	20k
Expandable Leaderboard *	2,500	12,000	728 pixels (w) x 90 pixels (h) expands to 728 pixels (w) x 200 pixels (h)	40k
Leaderboard *	1,800	11,000	728 pixels (w) x 90 pixels (h)	20k
Expandable Skyscraper *	1,800	9,000	120 pixels (w) x 600 pixels (h) expands to 300 pixels (w) x 600 pixels (h)	40k
Skyscraper *	1,200	7,000	120 pixels (w) x 600 pixels (h)	20k

*Note: Eyeblander/landing icon will be capped to 1 view per unique visitor.
All banners in News Section will be rotated at a maximum of 8 advertisers.
All banners in Business Section will be rotated at a maximum of 5 advertisers.
Rates for all units (excluding Eyeblander) are available across Homepage & Inside Pages.
* Units available on Market Watch.*

RATES - THE STAR ONLINE

RICH media

- Rich media ad serving at 35% loading
- Rich media ad serving with video at 50% loading
- For other ad-serving platforms (other than authorised ad serving agents), a default fee is charged as follows:
 - - Rich media RM 2,500 (per campaign)
 - - Rich media (with video) RM 3,000 (per week)
- Rich media ad serving loading is subject to agency commission

NOTE

- Specialist Sections and Vertical Portals: All Malaysian.info / CloveTWO / Galaxie blog / GMN / Kualiti / mStar / Motoring / Property / R.AGE / Star-Jobs Online - Rates and packages are available upon request
- For monthly and other packages, send your request to advg@thestar.com.my
- Creative buys / Eyeblander will be capped to 1 view per unique visitor

TECHNICAL specifications

- Texts must be delivered in HTML, ASCII, Word (doc), Word Perfect or Rich text Format (rtf)
- Tables must be in HTML, Word or Excel
- Photographs and graphics must be in JPEG (jpg or jpeg), GIF, Adobe Illustrator (ai or eps), TIFF (tif) or any format that can be opened with Adobe Photoshop
- Creatives in FLASH, GIF or JPEG formats
- For FLASH (swf) creatives, please embed click-thru code. Refer to <http://203.115.194.54/flash> for more information
- For expandable creatives, codings need to be embedded. Refer to <http://click.thestar.com.my/faq/>

CREATIVE ad format

- Creative ad formats (including video format) must be user-initiated and include "Close" & "Replay" button
- Expandable ad formats upon mouse-over / click button

BOOKING & CANCELLATION deadlines

- Priority will be given to the advertisers with confirmed booking order
- Booking deadline - 14 working days before launch date
- Material deadline - 5 working days before launch date
- No. of days required for cancellation - 7 working days
- For cancellation less than 7 working days, 50% of unused inventory will be billed
- Rates are subject to 5% Govt. Service Tax

OPTIONAL services

1. Banner Design (creative ad units) - RM 1,800 per banner
2. Web page Design - RM 2,800 per set (Two A4 size pages)
3. Web Hosting - RM 500 per month (text file only)
4. Studio Rental Services
5. News / Content Feed Service

RATES - THE STAR ONLINE

MICROSITE

- Costing - RM 5,000 per month (7 working days lead time to design microsite / contest page)

Package includes:

- Two A4 size pages of content to highlight contest details, product and a form to fill up personal particulars.
- Database will be redirected to client's e-mail. The client will be responsible for dispatching of prizes / samples.
- Additional Page Design - RM1500/A4 Page

CONTEST / SURVEY

- Costing - RM35,000 + RM5,000 worth of prizes
- Duration - 2 weeks on contest / survey + 1 week on results

Package includes:

- Banner : Vertical
- Position : Welcome Page

STAR-JOBS online

Star-Jobs online
THE RIGHT FIT



CORPORATE



- 1 Position - RM 500 (1 month)
*Employers Packages are available

RECRUITMENT AGENCIES



- 25 Positions - RM 9,500 (1 year)



- 50 Positions - RM 18,000 (1 year)



- 100 Positions - RM 32,000 (1 year)



- 200 Positions - RM 52,000 (1 year)

**Recruitment Agencies Packages are available*

Joint-Buy Options: Star-Jobs & Star-Jobs Online
Star-Jobs Recruitment Ad Upgrade at RM150 per position
(for a month listing in Star-Jobs Online)

Log on to star-jobs.com for more information.