

## 2012 AD RATES - DISPLAY

### ➤ BLACK & WHITE

NATIONAL EDITION	Mondays to Sundays			
	Main Paper		ROP	
	Wed-Sat	Sun-Tue	Wed-Sat	Sun-Tue
	RM	RM	RM	RM
CASUAL	72.00	10% discount from Main Paper (Wed-Sat) rates	20% discount from Main Paper (Wed-Sat) rates	25% discount from Main Paper (Wed-Sat) rates
2 - 5 insertions *	71.00			
10 insertions	69.00			
18 insertions	67.50			
35 insertions	65.50			
45 insertions	62.50			

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	North	South & East	Sarawak
	RM	RM	RM	RM
CASUAL	43.00	37.00	20.00	18.00
2 - 5 insertions *	42.50	35.00	19.00	17.00
10 insertions	40.50	33.00	17.00	15.50
18 insertions	39.50	31.00	16.00	14.50
35 insertions	36.50	27.50	14.00	13.00
45 insertions	33.00	24.50	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			
		Central	North	South & East	Sarawak
		RM	RM	RM	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.

## 2012 AD RATES - DISPLAY

### ➤ FULL COLOUR

NATIONAL EDITION	Wednesdays to Saturdays			Sundays to Tuesdays		
	Main FH/BU	Main BH	ROP	Main FH/BU	Main BH	ROP
	RM	RM	RM	RM	RM	RM
37cm X 8col	44,800	20% disc from (Wed-Sat) Main FH/BU rates	30,000	10% disc from (Wed-Sat) Main FH/BU rates	30% disc from (Wed-Sat) Main FH/BU rates	10% disc from (Wed-Sat) ROP rates
37cm X 4col	34,200		21,500			
20cm X 8col	35,000		22,200			
18cm X 8col	33,900		21,300			

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).  
 All positions are subject to space availability.  
 Loading is applicable for all specified positions.

STARMETRO EDITION	StarMetro			
	10% discount will be extended to advertisements booked for publication days Mondays to Tuesdays			
	Central	North	South & East	Sarawak
	RM	RM	RM	RM
37cm X 8col	24,500	22,900	13,500	12,850
37cm X 4col	18,350	17,500	10,500	10,200
20cm X 8col	18,900	17,900	10,700	10,400
18cm X 8col	18,200	17,300	10,400	10,100

#### 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 Prime Positions / Loadings.
5. One, six and seven columns are not applicable for Display ads.
6. All rates are calculated based on col. cm. except for Spot Colour and 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.

## RATES - DISPLAY

### READY RECKONER - DISPLAY (Black & White)

Sundays to Tuesdays

<b>STAR NATIONAL (MAIN)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,555.20	2,332.80	3,110.40	3,888.00	6,220.80
14	1,814.40	2,721.60	3,628.80	4,536.00	7,257.60
16	2,073.60	3,110.40	4,147.20	5,184.00	8,294.40
18	2,332.80	3,499.20	4,665.60	5,832.00	9,331.20
20	2,592.00	3,888.00	5,184.00	6,480.00	10,368.00
22	2,851.20	4,276.80	5,702.40	7,128.00	11,404.80
24	3,110.40	4,665.60	6,220.80	7,776.00	N/A
26	3,369.60	5,054.40	6,739.20	N/A	N/A
28	3,628.80	5,443.20	7,257.60	N/A	N/A
37	4,795.20	7,192.80	9,590.40	11,988.00	19,180.80

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10% ]

<b>STAR NATIONAL (ROP)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,296.00	1,944.00	2,592.00	3,240.00	5,184.00
14	1,512.00	2,268.00	3,024.00	3,780.00	6,048.00
16	1,728.00	2,592.00	3,456.00	4,320.00	6,912.00
18	1,944.00	2,916.00	3,888.00	4,860.00	7,776.00
20	2,160.00	3,240.00	4,320.00	5,400.00	8,640.00
22	2,376.00	3,564.00	4,752.00	5,940.00	9,504.00
24	2,592.00	3,888.00	5,184.00	6,480.00	N/A
26	2,808.00	4,212.00	5,616.00	N/A	N/A
28	3,024.00	4,536.00	6,048.00	N/A	N/A
37	3,996.00	5,994.00	7,992.00	9,990.00	15,984.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 25% ]

## RATES - DISPLAY

### READY RECKONER - DISPLAY (Black & White)

Wednesdays to Saturdays

<b>STAR NATIONAL (MAIN)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,728.00	2,592.00	3,456.00	4,320.00	6,912.00
14	2,016.00	3,024.00	4,032.00	5,040.00	8,064.00
16	2,304.00	3,456.00	4,608.00	5,760.00	9,216.00
18	2,592.00	3,888.00	5,184.00	6,480.00	10,368.00
20	2,880.00	4,320.00	5,760.00	7,200.00	11,520.00
22	3,168.00	4,752.00	6,336.00	7,920.00	12,672.00
24	3,456.00	5,184.00	6,912.00	8,640.00	N/A
26	3,744.00	5,616.00	7,488.00	N/A	N/A
28	4,032.00	6,048.00	8,064.00	N/A	N/A
37	5,328.00	7,992.00	10,656.00	13,320.00	21,312.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) ]

<b>STAR NATIONAL (ROP)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,382.40	2,073.60	2,764.80	3,456.00	5,529.60
14	1,612.80	2,419.20	3,225.60	4,032.00	6,451.20
16	1,843.20	2,764.80	3,686.40	4,608.00	7,372.80
18	2,073.60	3,110.40	4,147.20	5,184.00	8,294.40
20	2,304.00	3,456.00	4,608.00	5,760.00	9,216.00
22	2,534.40	3,801.60	5,068.80	6,336.00	10,137.60
24	2,764.80	4,147.20	5,529.60	6,912.00	N/A
26	2,995.20	4,492.80	5,990.40	N/A	N/A
28	3,225.60	4,838.40	6,451.20	N/A	N/A
37	4,262.40	6,393.60	8,524.80	10,656.00	17,049.60

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 20% ]

## RATES - DISPLAY

### READY RECKONER - DISPLAY (Black & White)

<b>STARMETRO CENTRAL (Wed - Sat)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	1,032.00	1,548.00	2,064.00	2,580.00	4,128.00
14	1,204.00	1,806.00	2,408.00	3,010.00	4,816.00
16	1,376.00	2,064.00	2,752.00	3,440.00	5,504.00
18	1,548.00	2,322.00	3,096.00	3,870.00	6,192.00
20	1,720.00	2,580.00	3,440.00	4,300.00	6,880.00
22	1,892.00	2,838.00	3,784.00	4,730.00	7,568.00
24	2,064.00	3,096.00	4,128.00	5,160.00	N/A
26	2,236.00	3,354.00	4,472.00	N/A	N/A
28	2,408.00	3,612.00	4,816.00	N/A	N/A
37	3,182.00	4,773.00	6,364.00	7,955.00	12,728.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) ]

<b>STARMETRO CENTRAL (Mon - Tues)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	928.80	1,393.20	1,857.60	2,322.00	3,715.20
14	1,083.60	1,625.40	2,167.20	2,709.00	4,334.40
16	1,238.40	1,857.60	2,476.80	3,096.00	4,953.60
18	1,393.20	2,089.80	2,786.40	3,483.00	5,572.80
20	1,548.00	2,322.00	3,096.00	3,870.00	6,192.00
22	1,702.80	2,554.20	3,405.60	4,257.00	6,811.20
24	1,857.60	2,786.40	3,715.20	4,644.00	N/A
26	2,012.40	3,018.60	4,024.80	N/A	N/A
28	2,167.20	3,250.80	4,334.40	N/A	N/A
37	2,863.80	4,295.70	5,727.60	7,159.50	11,455.20

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10% ]

## RATES - DISPLAY

### READY RECKONER - DISPLAY (Black & White)

<b>STARMETRO NORTH (Wed - Sat)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	888.00	1,332.00	1,776.00	2,220.00	3,552.00
14	1,036.00	1,554.00	2,072.00	2,590.00	4,144.00
16	1,184.00	1,776.00	2,368.00	2,960.00	4,736.00
18	1,332.00	1,998.00	2,664.00	3,330.00	5,328.00
20	1,480.00	2,220.00	2,960.00	3,700.00	5,920.00
22	1,628.00	2,442.00	3,256.00	4,070.00	6,512.00
24	1,776.00	2,664.00	3,552.00	4,440.00	N/A
26	1,924.00	2,886.00	3,848.00	N/A	N/A
28	2,072.00	3,108.00	4,144.00	N/A	N/A
37	2,738.00	4,107.00	5,476.00	6,845.00	10,952.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) ]

<b>STARMETRO NORTH (Mon - Tues)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	799.20	1,198.80	1,598.40	1,998.00	3,196.80
14	932.40	1,398.60	1,864.80	2,331.00	3,729.60
16	1,065.60	1,598.40	2,131.20	2,664.00	4,262.40
18	1,198.80	1,798.20	2,397.60	2,997.00	4,795.20
20	1,332.00	1,998.00	2,664.00	3,330.00	5,328.00
22	1,465.20	2,197.80	2,930.40	3,663.00	5,860.80
24	1,598.40	2,397.60	3,196.80	3,996.00	N/A
26	1,731.60	2,597.40	3,463.20	N/A	N/A
28	1,864.80	2,797.20	3,729.60	N/A	N/A
37	2,464.20	3,696.30	4,928.40	6,160.50	9,856.80

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10% ]

## RATES - DISPLAY

### READY RECKONER - DISPLAY

<b>STARMETRO SOUTH &amp; EAST (Wed - Sat)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	480.00	720.00	960.00	1,200.00	1,920.00
14	560.00	840.00	1,120.00	1,400.00	2,240.00
16	640.00	960.00	1,280.00	1,600.00	2,560.00
18	720.00	1,080.00	1,440.00	1,800.00	2,880.00
20	800.00	1,200.00	1,600.00	2,000.00	3,200.00
22	880.00	1,320.00	1,760.00	2,200.00	3,520.00
24	960.00	1,440.00	1,920.00	2,400.00	N/A
26	1,040.00	1,560.00	2,080.00	N/A	N/A
28	1,120.00	1,680.00	2,240.00	N/A	N/A
37	1,480.00	2,220.00	2,960.00	3,700.00	5,920.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) ]

<b>STARMETRO SOUTH &amp; EAST (Mon-Tues)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	432.00	648.00	864.00	1,080.00	1,728.00
14	504.00	756.00	1,008.00	1,260.00	2,016.00
16	576.00	864.00	1,152.00	1,440.00	2,304.00
18	648.00	972.00	1,296.00	1,620.00	2,592.00
20	720.00	1,080.00	1,440.00	1,800.00	2,880.00
22	792.00	1,188.00	1,584.00	1,980.00	3,168.00
24	864.00	1,296.00	1,728.00	2,160.00	N/A
26	936.00	1,404.00	1,872.00	N/A	N/A
28	1,008.00	1,512.00	2,016.00	N/A	N/A
37	1,332.00	1,998.00	2,664.00	3,330.00	5,328.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10% ]

## RATES - DISPLAY

### READY RECKONER - DISPLAY

<b>STARMETRO SARAWAK (Wed - Sat)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	432.00	648.00	864.00	1,080.00	1,728.00
14	504.00	756.00	1,008.00	1,260.00	2,016.00
16	576.00	864.00	1,152.00	1,440.00	2,304.00
18	648.00	972.00	1,296.00	1,620.00	2,592.00
20	720.00	1,080.00	1,440.00	1,800.00	2,880.00
22	792.00	1,188.00	1,584.00	1,980.00	3,168.00
24	864.00	1,296.00	1,728.00	2,160.00	N/A
26	936.00	1,404.00	1,872.00	N/A	N/A
28	1,008.00	1,512.00	2,016.00	N/A	N/A
37	1,332.00	1,998.00	2,664.00	3,330.00	5,328.00

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) ]

<b>STARMETRO SARAWAK (Mon-Tues)</b>					
col	2	3	4	5	8
cm	6.3 (RM)	9.6 (RM)	12.9 (RM)	16.2 (RM)	26.1 (RM)
12	388.80	583.20	777.60	972.00	1,555.20
14	453.60	680.40	907.20	1,134.00	1,814.40
16	518.40	777.60	1,036.80	1,296.00	2,073.60
18	583.20	874.80	1,166.40	1,458.00	2,332.80
20	648.00	972.00	1,296.00	1,620.00	2,592.00
22	712.80	1,069.20	1,425.60	1,782.00	2,851.20
24	777.60	1,166.40	1,555.20	1,944.00	N/A
26	842.40	1,263.60	1,684.80	N/A	N/A
28	907.20	1,360.80	1,814.40	N/A	N/A
37	1,198.80	1,798.20	2,397.60	2,997.00	4,795.20

Costs are calculated based on casual rate and are subject to 6% GST  
 [ Formula : Col (Width) x Cm (Height) x Base Rate (Casual / Contractual) - 10% ]