

Budget Cars

When it comes to car shopping, there is quite a lot of information out there. However with cheap petrol being a thing of the past, there are people looking for a fuel efficient, cars that will perform well in an urban/suburban environment. So Star Motoring will be looking at what options are there for the frugal man.

We will be talking about energy efficient vehicles as well as cars in the A and B segments. Car manufacturers are already making the shift to hybrid cars, and eventually it will be emission free vehicles.

Star Motoring will be publishing a comprehensive guide on frugal vehicles on the market.



Introducing iSnap Promotion

Add in RM2,500 for your ad to be snappable
Above is valid with a minimum of Half Page @ 144 cm col and above ad in the supplement. T&C apply.

Introducing :
Cover Picture & Logo

Cover picture with logo @ RM12,000
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NATIONAL EDITION	Publication Date	Booking & Story Deadline	Material Deadline
	13 April 2014	1 April 2013	7 April 2014
	National Advertisement Rates: RM78.00 per col cm or contract rates where applicable. 30% discount from Main Paper (Wed-Sat) rates for BW ads.		
	<p>Suggested Size</p> <p>Full Page (37cmx8col) 1/2 Page (18cmx8col) 1/4 Page (18cmx4col)</p> <p>(Subject to 6% Govt. Service Tax)</p>	<p>Black & White</p> <p>RM16,161.60 RM7,862.40 RM 3,931.20</p>	<p>2 Neg. Colour</p> <p>RM21,161.60 RM12,862.40 RM 8,931.20</p>

For bookings and further information, contact your advertising agency or the following:
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Add in 30% loading on top of the ad for story and ad are to be featured on the same or facing pages.

Direct bookings

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Ads of 72cm/col and above will be entitled for an editorial write-up.

- Press Release to be submitted before the deadline.
- Interviews to be granted whenever possible.
- Size of write-up to be at the editor's discretion.
- Press release will be edited and laid out as per The Star's house style.