

Verðskrá mbl.is 2011

| FRONT PAGE AND NEWS STORIES | | | | | | |
|--|------------------|-----------------|---------|-----------|-----------|-----------|
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 6 | 202,000 | 391,880 | 563,580 | 711,040 |
| Skyscraper | 310*400 / 50 KB | 2 | 771,400 | 1,496,516 | 2,152,206 | 2,715,328 |
| Right rectangle 1 | 300*250 / 35 KB | 6 | 195,000 | 378,300 | 544,050 | 686,400 |
| Right rectangle 2 | 300*250 / 35 KB | 6 | 140,000 | 271,600 | 390,600 | 492,800 |
| Left 3:1 rectangle | 300*100 / 35 KB | 6 | 160,000 | 310,400 | 446,400 | 563,200 |
| Left 3:1 rectangle 2 | 300*100 / 35 KB | 6 | 65,000 | 126,100 | 181,350 | 228,800 |
| Center leaderboard 1 | 635*150 / 50 KB | 6 | 260,000 | 504,400 | 725,400 | 915,200 |
| Center leaderboard 2 | 635*150 / 50 KB | 2 | 273,000 | 529,620 | 761,670 | 960,960 |
| Center leaderboard 3 | 635*150 / 50 KB | 2 | 180,000 | 349,200 | 502,200 | 633,600 |
| Center leaderboard 4 | 635*150 / 50 KB | 6 | 98,000 | 190,120 | 273,420 | 344,960 |
| Center leaderboard 5 | 635*150 / 50 KB | 6 | 76,000 | 147,440 | 212,040 | 267,520 |
| Bottom whole page ad | 960*600 / 80 KB | 1 | 140,000 | 271,600 | 390,600 | 492,800 |
| Text ad per day | with picture | 5 | 5,020 | | | |
| News stories pop-under 1 | 635*250 / 50 KB | 6 | 125,000 | 242,500 | 348,750 | 440,000 |
| News stories pop-under 2 | 635*250 / 50 KB | 3 | 76,000 | 147,440 | 212,040 | 267,520 |
| News stories skyscraper | 310*400 / 50 KB | 6 | 142,500 | 276,450 | 397,575 | 501,600 |
| Expandable leaderboard per day | | 1 | 250,000 | | | |
| ADS FOR IP NUMBERS OUTSIDE OF ICELAND | | | | | | |
| Background ad per day | 1290*700 / 80 KB | 1 | 300,000 | | | |
| Mobile page rectangle | 216*36 / 15 KB | 4 | 15,000 | 29,100 | 41,850 | 52,800 |
| BUSINESS CATEGORY | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 60,500 | 117,370 | 168,795 | 212,960 |
| Skyscraper | 310*400 / 50 KB | 3 | 73,000 | 141,620 | 203,670 | 256,960 |
| Center leaderboard 1 | 635*200 / 50 KB | 4 | 65,000 | 126,100 | 181,350 | 228,800 |
| Right rectangle | 300*250 / 35 KB | 4 | 45,000 | 87,300 | 125,550 | 158,400 |
| Bottom whole page ad | 960*600 / 80 KB | 1 | 60,000 | 116,400 | 167,400 | 211,200 |
| Expandable leaderboard per day | | 1 | 62,000 | | | |
| Background ad per day | 1290*700 / 80 KB | 1 | 62,000 | | | |
| GOSSIP CATEGORY | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 60,500 | 117,370 | 168,795 | 212,960 |
| Skyscraper | 310*400 / 50 KB | 3 | 73,000 | 141,620 | 203,670 | 256,960 |
| Center leaderboard 1 | 635*200 / 50 KB | 4 | 65,000 | 126,100 | 181,350 | 228,800 |
| Right rectangle | 300*250 / 35 KB | 4 | 45,000 | 87,300 | 125,550 | 158,400 |
| Bottom whole page ad | 960*600 / 80 KB | 1 | 60,000 | 116,400 | 167,400 | 211,200 |
| Expandable leaderboard per day | | 1 | 62,000 | | | |
| Background ad per day | 1290*700 / 80 KB | 1 | 62,000 | | | |
| SPORTS CATEGORY | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 60,500 | 117,370 | 168,795 | 212,960 |
| Skyscraper | 310*400 / 50 KB | 2 | 73,000 | 141,620 | 203,670 | 256,960 |
| Center leaderboard 1 | 635*200 / 50 KB | 4 | 65,000 | 126,100 | 181,350 | 228,800 |
| Right rectangle | 300*250 / 35 KB | 4 | 45,000 | 87,300 | 125,550 | 158,400 |
| Bottom whole page ad | 960*600 / 80 KB | 1 | 60,000 | 116,400 | 167,400 | 211,200 |
| Expandable leaderboard per day | | 1 | 62,000 | | | |
| Background ad per day | 1290*700 / 80 KB | 1 | 62,000 | | | |
| WEATHER PAGE | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 35,000 | 67,900 | 97,650 | 123,200 |
| Right rectangle | 300*250 / 35 KB | 2 | 46,000 | 89,240 | 128,340 | 161,920 |
| Background ad per day | 1290*700 / 80 KB | 1 | 36,000 | | | |
| REAL ESTATE | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 60,500 | 117,370 | 168,795 | 212,960 |
| Center above search window | 250*40 / 20 KB | 6 | 34,000 | 65,960 | 94,860 | 119,680 |
| Skyscraper | 150*600 / 50 KB | 2 | 73,000 | 141,620 | 203,670 | 256,960 |
| Search box leaderboard | 500*100 / 35 KB | 3 | 65,000 | 126,100 | 181,350 | 228,800 |
| Right rectangle | 120*120 / 20 KB | 9 | 28,000 | 54,320 | 78,120 | 98,560 |
| Search results leaderboard | 500*100 / 35 KB | | | | | 77,000 |
| Search results | | | | | | 100,000 |
| Banner on single real estate | 120*300 / 35 KB | | | | | 5,500 |
| SMARTLAND CATEGORY | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 60,500 | 117,370 | 168,795 | 212,960 |
| Skyscraper | 310*400 / 50 KB | 3 | 73,000 | 141,620 | 203,670 | 256,960 |
| Center large leaderboard 1 | 635*200 / 50 KB | 4 | 65,000 | 126,100 | 181,350 | 228,800 |
| Center large leaderboard 2 | 635*200 / 50 KB | 4 | 48,000 | 93,120 | 133,920 | 168,960 |
| Right rectangle 1 | 300*250 / 35 KB | 4 | 45,000 | 87,300 | 125,550 | 158,400 |
| Bottom whole page ad | 960*600 / 80 KB | 1 | 60,000 | 116,400 | 167,400 | 211,200 |
| Expandable leaderboard per day | | 1 | 62,000 | | | |
| Background ad per day | 1290*700 / 80 KB | 1 | 62,000 | | | |
| TRAVEL CATEGORY | | | | | | |
| | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 6 | 60,500 | 117,370 | 168,795 | 212,960 |
| Right rectangle | 310*400 / 50 KB | 4 | 65,000 | 126,100 | 181,350 | 228,800 |
| Center leaderboard 1 | 460*92 / 35 KB | 6 | 60,500 | 117,370 | 168,795 | 212,960 |

| | | | | | | |
|-------------------------------|--------------------|------------------------|---------------|----------------|----------------|----------------|
| Button 1 | 140*100 / 20 KB | 6 | 30,000 | 58,200 | 83,700 | 105,600 |
| Button 2 | 140*100 / 20 KB | 6 | 25,000 | 48,500 | 69,750 | 88,000 |
| Button 3 | 140*100 / 20 KB | 6 | 20,000 | 38,800 | 55,800 | 70,400 |
| Button 4 | 140*100 / 20 KB | 6 | 15,000 | 29,100 | 41,850 | 52,800 |
| RECRUITMENT | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 30,500 | 59,170 | 85,095 | 107,360 |
| Center leaderboard 1 | 500*100 / 35 KB | 6 | 35,000 | 67,900 | 97,650 | 123,200 |
| Skyscraper | 150*600 / 50 KB | 2 | 48,000 | 93,120 | 133,920 | 168,960 |
| NEWS IN ENGLISH | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 4 | 25,000 | 48,500 | 69,750 | 88,000 |
| Right rectangle | 300*250 / 35 KB | 2 | 30,000 | 58,200 | 83,700 | 105,600 |
| Button 1 | 140*100 / 20 KB | 4 | 15,000 | 29,100 | 41,850 | 52,800 |
| Button 2 | 140*100 / 20 KB | 4 | 12,000 | 23,280 | 33,480 | 42,240 |
| FOOD AND WINE CATEGORY | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Header 3:1 rectangle | 300*100 / 35 KB | 6 | 60,500 | 117,370 | 168,795 | 212,960 |
| Skyscraper | 306*464 / 50 KB | 4 | 65,000 | 126,100 | 181,350 | 228,800 |
| Center leaderboard 1 | 460*92 / 35 KB | 6 | 60,500 | 117,370 | 168,795 | 212,960 |
| Button 1 | 140*100 / 20 KB | 6 | 30,000 | 58,200 | 83,700 | 105,600 |
| Button 2 | 140*100 / 20 KB | 6 | 25,000 | 48,500 | 69,750 | 88,000 |
| Background ad per day | 1290*700 / 80 KB | 1 | 62,000 | | | |
| BLOG | Size limits | Ads in the slot | 1 week | 2 weeks | 3 weeks | 4 weeks |
| Center large leaderboard 1 | 635*150 / 35 KB | 6 | 65,000 | 126,100 | 181,350 | 228,800 |
| User pages skyscraper | 150*600 / 50 KB | 2 | 102,000 | 197,880 | 284,580 | 359,040 |