

Morgunblaðið

Advertising department, Hádegismóar 2, 110 Reykjavík.
Tel. +354 569 1111. Fax +354 569 1110. E-mail: augl@mbl.is

Classified advertisements

Morgunblaðið has a classified section every day, except Sundays, (the paper is not issued on Sundays), and issues a special recruitment and business opportunities supplement on Thursdays and Saturdays (usually 8 pages).

Column sizes

2 columns = 8.1 cm
4 columns = 18.7 cm
6 columns = 25.4 cm

maximum height = 39 cm
except for job supplements front
page: 6 col. x 27.2 cm



Rates pr cm *

Column centimeter price for classified ads

Classified ads	Ccm price
Monday-Saturday	2067 ISK
Supplement front page	2248 ISK
Supplement page 3	2171 ISK

* To calculate the price, multiply number of columns with the height in centimeters, then multiply with the column centimeter price. For example an ad that is 2 columns wide (8.1 cm) and 10 cm high is a total of 20 column centimeters: $2 \times 10 \times 2067 = 41,340$ ISK

Included in the price of the paper-insertions of the job advertisement, is also an insertion on mbl.is job website, for 10 days. **Mbl.is is one of the most visited websites in Iceland, with more than 530,000 users visiting the page every week (see www.topplistar.gallup.is for details).**

Discounts

Job advertisements: Two insertions – 15% repeat discount on the second insertion.

Announcements: Four insertions – 20% repeat discount on all four insertions

Cash payment / credit card payment: 3% discount.

Material and deadline

Booking order has to be received two working days in advance. Material deadline is the day before insertion at 12 o'clock. Material address: augl@mbl.is

Small/Lineage advertisements

Issued every publication day, same rate every day.

The first line is accentuated with half bold letters and the rest of the text is typed overrunning, or the customer delivers ready material.

Size

1 column = 3.7 cm

Rates – fixed and pr mm

5 lines, text only = 1431 ISK

5 lines plus 1 picture (z50 mm) = 3326 ISK

Advertisements over 50 mm in height and advertisement with colour are charged at mm rate 530 ISK without VAT, 665 ISK with VAT

All small classified ads are also placed on our small ads web (searchable) on mbl.is for 7 days, starting on the day the ad is in the paper.

