

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 for Sundays and issues a special recruitment and business opportunities supplement on Saturdays (usually 8-24 pages).

Column sizes

2 columns = 8,1 cm
4 columns = 16,7 cm
6 columns = 25,4 cm

Maximum height = 39 cm
except for front page, job
section: 6 col. x 27,2 cm



Rates per cm *

Columncentimeter price

Classified ads	black/White	4 colours
Weekday columncentimeter price	1132 IKR	1813 IKR
Saturday columncentimeter price	1219 IKR	2067 IKR
Saturday ccm price – front page	1323 IKR	2243 IKR
Saturday ccm price – page 3	1281 IKR	2171 IKR

* To calculate the price, multiply number of columns with the height in centimeters. Multiply that with the columncentimeter price. For example an ad that is 2 columns wide and 10 cm high is a total of 20 columncentimeters. If it is in black/white, inserted on a Weekday, it would cost 20 ccm x 1132 IKR = 22.640 IKR.

All job-advertisements are also placed on our searchable job website on mbl.is for 10 days, for free. **Mbl.is is the most visited website in Iceland with more than 530.000 users visiting the page every week (Week 38 2014 - see www.modernus.is for details).**

Discounts

Job advertisements: Two insertions – 15% repeat discount on the second ad
Announcements: Four insertions – 20% repeat discount on all ads
Cash payment/credit card: 3% discount

Material and deadline

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

Small/lineage advertisements

Issued everyday except from Sundays, same rate every day.
The first line is accentuated with half bold letters and the rest of the text is typed overrunning.

Size

1 column (3,7 cm)

Rates – fixed and per mm

5 lines (text only) = 1431 IKR
5 lines plus 1 picture (<50 mm) = 3326 IKR
Advertisements over 50 mm and advertisement with colour background are charged at mm rate
530 IKR (without VAT) 665 IKR (with VAT)



All small ads are also placed on our small ads web (searchable) on mbl.is for 7 days.