

A global advertising  
platform



Reach your customer through our media channels

A man and a woman are walking through an airport terminal. The man is wearing a brown jacket and blue jeans, and the woman is wearing a grey cardigan and white pants. They are both smiling and looking at each other. The terminal has large windows and a modern design.

Ads on our platforms

reach millions

### **A great way to reach your target group**

- Our passengers form a valuable target group with significant buying power.
- Our advertising channels offer plenty of opportunities, as we're in direct contact with travelers.
- Your ad could be visible to our travelers from the moment they begin planning their trip to the moment they reach their destination.

An Icelandair airplane is parked on a runway. The plane is white with blue accents and the word "ICELANDAIR" is visible on the side. The runway is wet and there are some orange cones nearby.

### **A better way to advertise**

- Most travelers enjoy their travels, as it's a fun and exciting change of pace.
- When travelers view your ad, they have a positive mindset and connect it with an enjoyable, long-lasting experience.
- Reaching travelers while they are in vacation mode is an ideal time to promote products and services, as well as to increase brand awareness.

# Ad pricing Icelandair

- First advertisement = 20% more
- Second advertisement = 15% more
- Third advertisement = 10% more
- Fourth advertisement = 8 % more
- The last advertisement = 15% more
- Next to last advertisement = 10% more
- Third to last advertisement = 8 % more

## Reach your target audience at a minimal cost

On board	Price per month   12 m.	Price per month   6 m.	Price per month   3 m.
Before main menu (limited space) – price per sec.	ISK 33,075	ISK 38,588	ISK 44,100
Boarding/landing loop Ad with no sound – price per sec.	ISK 11,025	ISK 16,538	ISK 22,050
Ad before all entertainment clip – 10 sec. (Not possible to skip)	ISK 150,000	ISK 165,000	ISK 180,000
My flight – 8 second still – 10 spaces available	ISK 330,750	ISK 385,875	ISK 441,000
Promos in the in-flight entertainment system	To be negotiated	To be negotiated	To be negotiated
Headrests	Send an email to the contact*	X	X

\* fixed price for 12 months

**Email and E-ticket**



<b>Email and E-ticket</b>	<b>Price per month from   12 m.</b>	<b>Price per month   6 m.</b>	<b>Price per month   3 m.</b>
E-ticket	<b>ISK 350,000 +VAT</b>	X	X
Check-in email <b>EN/IS</b>	<b>ISK 350,000 +VAT</b>	X	X
Preflight emails	<b>ISK 229,950 +VAT</b>	X	X

## Unique Iceland



Unique Iceland videos	Price per month	Contract period	Segment length
Shopping and design	<b>ISK 157,500 +VAT</b>	24-month contract	90 seconds
Taste of Iceland	<b>ISK 157,500 +VAT</b>	24-month contract	90 seconds
Activities around Iceland	<b>ISK 157,000 +VAT</b>	24-month contract	90 seconds
Health and wellness	<b>ISK 157,500 +VAT</b>	24-month contract	90 seconds

For more information on advertising options,  
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