

A global advertising
platform

Reach your customer through our media channels



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.

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 2023

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, in-seat screens (limited space) – price per sec.	ISK 30,000	ISK 35,000	ISK 40,000
Boarding/landing loop – price per sec.	ISK 10,000	ISK 15,000	ISK 20,000
Video clip – 10 sec. ad	ISK 10,000	ISK 15,000	ISK 20,000
My flight – 8 second still – 10 spaces available	ISK 300,000	ISK 350,000	ISK 400,000
Promos in the in-flight entertainment system	to be negotiated	to be negotiated	to be negotiated
Headrests	ISK 1,667,000*	X	X

* fixed price for 12 months

Email and E-ticket



Email and E-ticket	Price per month 12 m.	Price per month 6 m.	Price per month 3 m.
E-ticket in English – 3 spaces available	ISK 400,000 +VAT	X	X
E-ticket in Icelandic – 3 spaces available	ISK 250,000 +VAT	X	X
Pre-flight emails	ISK 170,000–200,000 +VAT	X	X

Unique Iceland



Unique Iceland videos	Price per month	Contract period	Segment length
Shopping and design	ISK 150,000 +VAT	24-month contract	90 seconds
Taste of Iceland	ISK 150,000 +VAT	24-month contract	90 seconds
Activities around Iceland	ISK 150,000 +VAT	24-month contract	90 seconds
Health and wellness	ISK 150,000 +VAT	24-month contract	90 seconds

For more information on advertising options,
please email svanhildurth@iclandair.is

Phone [+354 699 3799](tel:+3546993799)