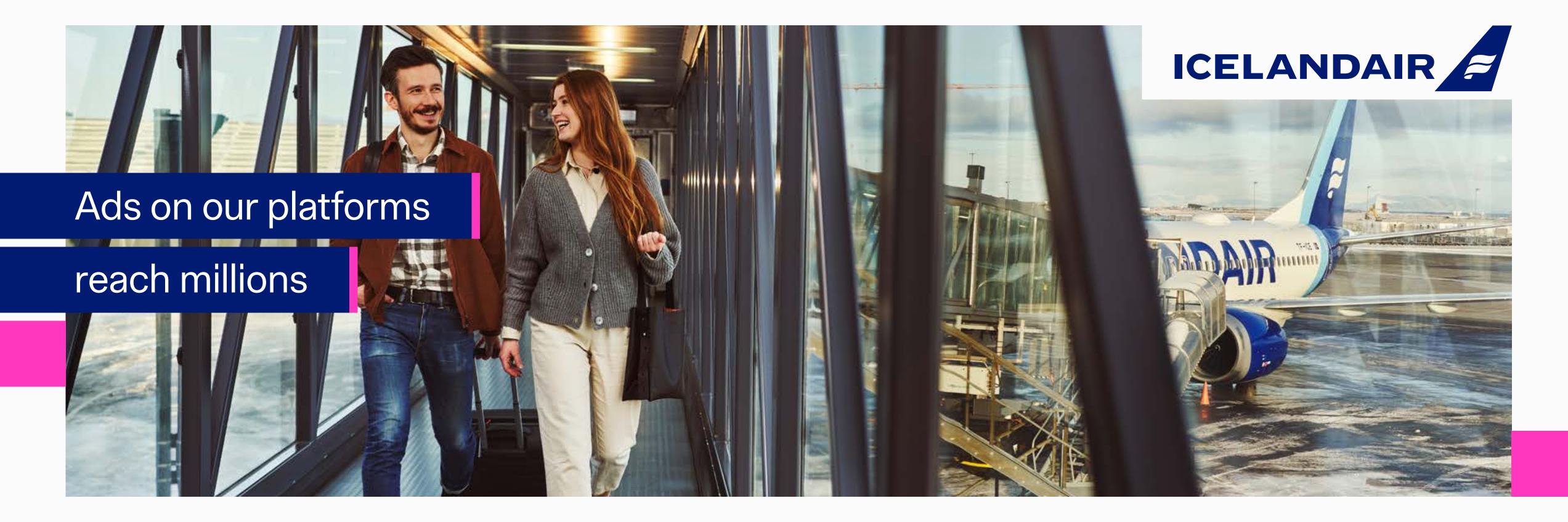


Reach your customer through our media channels



## 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.



## 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                      |

<sup>\*</sup> fixed price for 12 months



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



| 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

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