

## Classified advertisements

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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

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2 columns = 8,1 cm    Maximum height = 39 cm except for  
4 columns = 16,7 cm    front page, job section: 6 col. x 27,2 cm  
6 columns = 25,4 cm



### Rates per cm \*

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Classified ads	Columncentimeter price	
	black/white	4 colours
Weekday columncentimeter price	1058 IKR	1695 IKR
Saturday columncentimeter price	1139 IKR	1932 IKR
Saturday ccm price – front page	1237 IKR	2096 IKR
Saturday ccm price – page 3	1197 IKR	2029 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 1008 IKR = 20.160 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 330.000 users visiting the page everyweek (Oktober 2009 - see [www.teljari.is](http://www.teljari.is) for details).**

### Discounts:

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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:

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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](mailto:augl@mbl.is)

## Small/lineage advertisements

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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:

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1 column (3,7 cm)

### Rates – fixed and per mm:

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5 lines (text only) = 789 IKR

5 lines plus 1 picture (<50 mm) = 1575KR

Advertisements over 50 mm and advertisement with colour background are charged at mm rate 500 IKR (without VAT).

All small ads are also placed on our small ads web (searchable) on [mbl.is](http://mbl.is) for 7 days.

