

Rules and procedures for advertising at Keflavík International Airport

The following rules apply to the production and display of all advertisements at Keflavík International airport in all forms; including billboards, advertising screens, signs, scrolling signs, stands, slideshows and printed materials.

Subject matter and content

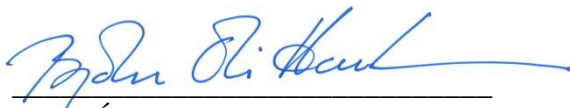
1. Advertising space at Keflavík International Airport is first and foremost intended for those wishing to present their goods and/or services and/or branding to passengers passing through the airport.
2. Advertising subject matter must comply with Isavia terms and conditions. Isavia maintains the right to deny or remove advertising, at the cost of the advertiser, which Isavia representatives believe run counter to those terms and conditions. They are:
 - a. Advertisements must comply with the standards set by the Association of Icelandic Advertising Agencies (SÍA), which can be seen here: <http://www.sia.is/Sidareglur/>
 - b. It is forbidden for advertisements to take a stance on matters of opinion, such as politics, religion, gender, nationality etc.
 - c. It is forbidden for advertisements to present discrimination, criticism or negative sentiments against individuals, groups, causes, companies/agencies or individual professions/industries.

Procedural policy

3. The appearance and design of advertisements shall be submitted to the Keflavík International Airport marketing manager, who must formally approve advertisements. The final design shall be presented as a proof sheet and/or sent in electronic format.
4. When advertisements are displayed, the marketing manager will be called upon to confirm they are not different to the approved design.
5. When companies wish to change advertising materials they are displaying at Keflavík International Airport, the company must notify the marketing manager and send proof sheets for the proposed new advertisement.
6. The final design shall be completed two weeks before scheduled display, unless otherwise agreed beforehand.

7. Payments begin according to the agreed contract; regardless of if advertisements are displayed or ready on time.
8. A contract between Keflavík International Airport and the advertising space renter shall be signed before the renter's advertisement is displayed at the airport.
9. Keflavík International Airport maintains the right to reject proofs when they do not fulfil the rules on advertising subject matter, content and procedural policy at Keflavík International Airport.

Keflavík International Airport, 4th October 2011



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