

# Vatican Notes

QUARTERLY JOURNAL OF THE VATICAN PHILATELIC SOCIETY

The seal of the Vatican Philatelic Society is a circular emblem. It features a central golden crown with a cross on top, flanked by two crossed keys (the keys of St. Peter). The entire emblem is set against a background of a purple and gold color scheme. The text "VATICAN PHILATELIC SOCIETY" is written in a purple arc at the top, and "FOUNDED MCMLII" is written in a purple arc at the bottom. Two small purple crosses are positioned on the left and right sides of the circle.

## Graphics Standards for Advertisers

**Daniel A. Piazza**  
Editor  
P.O. Box 76846  
Washington DC 20013-6846  
1.202.633.4737  
[editor@notes.vaticanphilately.org](mailto:editor@notes.vaticanphilately.org)

**Peter MacDonald**  
Advertising Manager  
1264 Sherman Drive  
Ottawa, Ontario K2C 2M8  
1.613.226.5949  
[adv@notes.vaticanphilately.org](mailto:adv@notes.vaticanphilately.org)

## Introduction

A number of our clients choose to prepare their own advertisements for publication in *Vatican Notes*. Following these guidelines will ensure that your ad appears exactly as expected. If your questions are not answered here, contact the Advertising Manager or the Editor.

## Layout Applications

Native file formats are preferred, as they allow us to accommodate last-minute changes to your ad. Acceptable layout applications, in descending order of preference, are InDesign (\*.indd files); Illustrator (\*.ai files); PhotoShop (\*.psd files) or PhotoDeluxe (\*.pdd files); and Publisher (\*.pub files).

Ads composed in Adobe layout applications may also be saved as editable high resolution composite PDF files. In the “Save Adobe PDF” general dialog, be sure to use the “High Quality Print” or equivalent setting; select the “Preserve Editing Capabilities” option; and deselect the “Optimize for Fast Web View” option. In the compression dialog, select “Do Not Downsample;” turn off any JPEG or ZIP compression; and set the image quality to “High.” Embed or subset any fonts. Please do not send PDF files created using any software other than Adobe Acrobat.

If you cannot send native files or editable PDFs, export your ad to a high-res (300 dpi) \*.tif with no layers (flattened). Turn off LZW compression and use IBM PC byte order. A high-res \*.jpg file is also acceptable; make sure that the image quality is set to the maximum possible setting. Please note that these files are not editable; if you desire to make changes, you will have to re-submit the ad.

## Supporting Files

If sending native files or editable PDFs, “package” or “collect for output” all of the fonts and images used to create your ad and send them along with the file. If your layout application can not create this package for you, create your own by placing all of these files in a folder to be sent along with the actual ad.

All photographs or scans submitted should be saved in \*.psd, \*.tif, or \*.jpg format. If submitting \*.tif or \*.jpg images, follow the same standards outlined in the preceding paragraph.

## Sending Your Material

Submit all layout and support files to the Editor on CD-ROM or upload them to our FTP site; contact the advertising manager for the password. If using our FTP site, please “Stuff” or “Zip” your files to conserve server space and bandwidth.

\* The following font families, which are used in our editorial spaces, are prohibited in advertisements: Sanvito, Cronos, Franklin Gothic, and Minion.