

Vatican Notes

QUARTERLY JOURNAL OF THE VATICAN PHILATELIC SOCIETY



Advertiser's Prospectus

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Vatican Notes . . .

is the award-winning* publication of the Vatican Philatelic Society, an American Philatelic Society affiliate founded in 1953 to promote the collection and study of the stamps, covers, and postal history of the Vatican City State and its predecessor, the Pontifical (Roman) State. *VN* is published quarterly in January, April, July, and October and distributed free to the Society's **360 members**. Promotional copies of the journal and exhibition in national-level literature competitions are also the centerpiece of our membership recruitment efforts—several hundred free copies were distributed at the Washington 2006 international exhibition, for example. This can bring even greater exposure to your philatelic products and services.

VN is the **only periodical publication in the world** devoted exclusively to Vatican City and Roman States philately. As the Society offers more opportunities and services to its members, we anticipate an even greater readership for the journal.

Our Readers are Your Customers!

Whether you carry Vatican City/Roman States stamps and covers; specialized catalogues and albums; or a general stock of philatelic supplies, a display advertisement in *Vatican Notes* insures that your product or service reaches a select and unique audience—**YOUR advertising target!** For only pennies per contact, you can effectively convey your message in an attention-getting full page advertisement. Smaller ad space is also available.

Graphic Design Included in Ad Price

Unlike other philatelic periodicals that charge an hourly fee to lay out your ad, we will compose a custom ad using your text and art at no additional charge. Or, if you prefer to design your ad in-house, we can accept most electronic file formats. (If you plan to submit your own ad, please be sure to read the accompanying one-page document, “Graphics Standards for Advertisers,” available at <http://notes.vaticanphilately.org/advertising.org>.)

Internet Distribution of Your Ad

All advertisements published in *Vatican Notes* are also archived **on our Web site** for a period of at least three months, unless you specify otherwise. Our site receives an average of more than 800 visitors per month—add this to the over 400 readers of our print journal, and you have the potential for up to 1200 contacts for each ad placed with us! On request we will also send you a screen resolution PDF suitable for use on your own Web site.

Competitive Rates

Our insertion rates are among the lowest in the philatelic press—they haven't changed since 1986!

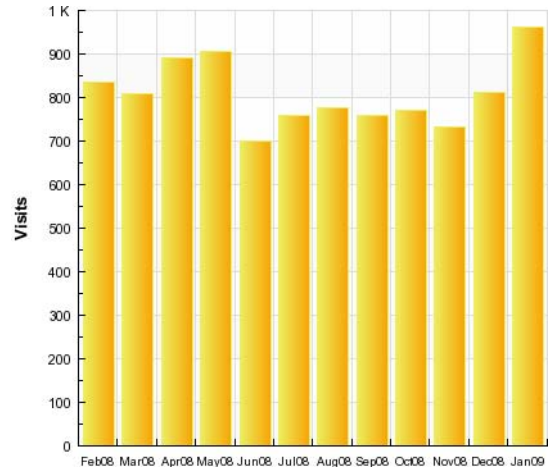
Production Specs

Trim size: 8½” × 11” (live area is 7.7” × 10”)

Stock: 65# super smooth white covers; 60# interior pages

Press: Digital four color

Binding: saddle-stitched



Month of the Year	Visits
Feb09	499
Jan09	962
Dec08	813
Nov08	732
Oct08	772
Sep08	759
Aug08	776
Jul08	760
Jun08	699
May08	906
Apr08	852
Mar08	810

Interested in writing an article to be published in *Vatican Notes*?

E-mail editor@notes.vaticanphilately.org with your ideas.

Display Ad Insertion Rates

We are proud to be able to offer you the following display advertising options:

Spot Color (Single color + Black)

SIZE	DIMENSIONS IN INCHES (W × H)	INSERTION RATES*		
		SINGLE	2x	4x
FULL PAGE	7.7 × 10	\$34	\$82	\$155
HALF PAGE (HORIZ.)	7.7 × 4.8	\$20	\$50	\$100
HALF PAGE (VERT.)	3.6 × 10	\$20	\$50	\$100
QTR. PAGE (HORIZ.)	7.7 × 2.4	\$12	\$28	\$51
QTR. PAGE (VERT.)	3.6 × 4.8	\$12	\$28	\$51
BUSINESS CARD	3.5 × 1.75	\$8	\$20	\$34

Four Color (CMY + Black)

SIZE	DIMENSIONS IN INCHES (W × H)	INSERTION RATES*		
		SINGLE	2x	4x
FULL PAGE	7.7 × 10	\$40	\$98.50	\$186
HALF PAGE (HORIZ.)	7.7 × 4.8	\$24	\$60	\$120
HALF PAGE (VERT.)	3.6 × 10	\$24	\$60	\$120
QTR. PAGE (HORIZ.)	7.7 × 2.4	\$14.50	\$33.50	\$61
QTR. PAGE (VERT.)	3.6 × 4.8	\$14.50	\$33.50	\$61
BUSINESS CARD	3.5 × 1.75	\$9.50	\$24	\$40

* Display advertisements placed by Society members in good standing, or firms where one of the principal officers is a Society member in good standing, are entitled to a 5% discount.

Advertising Policy

All advertisements accepted for publication in *Vatican Notes* (VN) must comply with relevant legal and ethical guidelines.[§] The Editor of the journal reserves the right to unilaterally reject, omit or cancel advertising which he believes would be detrimental to the reputation of the Society or its journal. The Editor reserves the right to refuse advertisements that, because of omissions or inaccuracies, provide misleading or incorrect information. In the event that an advertisement is refused, any monies paid by the advertiser will be refunded immediately and all copies of any submitted artwork will be returned.

Publication of any advertisement in VN constitutes neither an endorsement nor a recommendation of the advertiser nor of the products or services advertised. Neither the Society nor the Editor nor the Advertising Manager may be held responsible for any claims arising from any advertisement accepted for placement.

Advertisers and their agents assume complete liability for all claims, offers, guarantees, statements, and content (including text representation and illustrations) in their advertisements, and agree to hold the Society, the Editor, and the Advertising Manager harmless for any claims arising therefrom.

All advertising must be paid in advance. However, if the Society agrees to invoice, the account shall become due no less than thirty (30) days after the ad has appeared in print. Advertisers and their agents may be held jointly and severally responsible for payment for all insertions.

All advertising space assignments will be made by the Editor on a first-come, first-served basis. Every attempt will be made to accommodate reasonable requests for special placement. Cancellations must be made in writing and should be received by the Advertising Manager at least three days prior to the issue's closing date (see below). Cancellations may not be accepted and copy corrections are not guaranteed after the closing date.

Multiple insertion discounts apply only for consecutive advertisements. If a contracted ad smaller than agreed upon is run, or a contracted ad is omitted, the discount rate will not apply. Any new or revised copy and/or artwork for a contract ad must be received by the closing date; otherwise, standing copy and/or artwork will be used.

The words "paid advertisement" may be included with advertisements that might, in the opinion of the Editor, be confused with editorial content.

Submission of an advertisement for publication constitutes acceptance of these terms.

Advertising Deadlines

In the event that an advertising deadline falls on a Saturday, Sunday, or U.S. national holiday, the deadline is automatically extended to the next Monday or business day immediately following. Other extensions must be discussed in advance with the Advertising Manager and the Editor.

January issue December 15
April issue March 15
July Issue June 15
October issue September 15

[§] See, for example, the American Philatelic Society's "Code of Ethics" at <http://stamps.org/Almanac/alm_CodeofEthics.htm> and the American Stamp Dealers Association's "Code of Conduct" at <<http://www.asdaonline.com/index.php?id=36>>.