



SVP Annual Meeting Abstract Advertising Form

Society of Vertebrate Paleontology

69th Annual Meeting

September 23 – 26, 2009

The University of Bristol

and the 57th Symposium of Vertebrate Palaeontology and Comparative Anatomy (SVPCA)

Bristol, UK

COMPANY INFORMATION

Institution/Organization _____

Contact _____
(Last Name/Surname/Family Name) (First Name/Given Name)

Mailing address _____

City _____ State/Prov. _____ Zip/Postal Code _____ Country _____

Work Telephone _____ Work Fax _____

E-mail Address _____ Web site _____

NOTE: This year the Program & Abstract Book (JVP Volume 29 supplement to No. 3) will be an electronic-only issue. ADVERTISING – Artwork is due by June 1, 2009.

- | | | | |
|---------------------------------------|---------------|----------|----------|
| <input type="checkbox"/> Full-Page | (7" x 9") | \$500.00 | \$ _____ |
| <input type="checkbox"/> Half-Page | (7" x 4.5") | \$350.00 | \$ _____ |
| <input type="checkbox"/> Quarter-Page | (3.5" x 4.5") | \$250.00 | \$ _____ |

It is understood that by signing this application, I will comply with the SVP Advertising Agreement listed on the reverse side of this form.

Signature _____ Title _____ Date _____

REMITTANCE (in U.S. dollars only)

MasterCard Visa American Express

Please charge \$ _____ to account # _____

Name on card _____

Authorized Signature _____ Exp. Date _____

Address if different than above _____

Check

A check in the amount of \$ _____ is enclosed. **Please make checks payable to Society of Vertebrate Paleontology.**

SVP's Taxpayer ID is 06-0906643

Mail your completed form (with payment) to:

Society of Vertebrate Paleontology
111 Deer Lake Road, Suite 100
Deerfield, IL 60015 USA
(Pre-payment is required)

Questions? Contact svp@vertpaleo.org

Phone: +1-847-480-9095, Fax: +1-847-480-9282

SVP Advertising Agreement

The purposes of the SVP are to promote the discovery and preservation for scientific study and nonprofit public display of significant fossil vertebrates, and the conservation and preservation of vertebrate fossil sites. To that end, the SVP may accept or reject advertising or advertisers, based in whole or part, on a determination by the SVP that such advertising or advertisers promotes, supports, or otherwise contributes to the goals and standards of the Society. All advertisements are subject to SVP's approval, and the SVP reserves the right to reject or cancel any advertising at any time for any reason deemed appropriate by the SVP. The advertiser and its advertising agency or other agent of advertiser agree to assume all liability for all content (including text, representation, illustration and copyright) of advertisements submitted by advertiser and/or advertising agent or other agent and published by the SVP, and assume responsibility for and hold the SVP harmless from any claims arising out of SVP's publication of the advertisement, including but not limited to intellectual property claims, misstatements, contract rights or tort violations.

Advertiser agrees to conform its advertisement to the SVP Bylaws Code of Ethics Statement stated below, and acknowledges SVP's policy is to reject any advertisement which fails to conform to the SVP Bylaws Statement of Ethics.

The advertiser and advertising agency assume all responsibility for seeing that advertisements comply with federal, state and local laws and regulation and agree to indemnify and protect SVP from any violations thereof.

SVP may terminate this contract without notice if (a) advertiser shall fail to pay SVP for advertising as above provided; (b) if advertiser becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver of the property of business of advertiser is appointed, or if advertiser shall file a petition seeking relief as a debtor under the Federal Bankruptcy Act, or if a petition is filed against advertiser for reorganization under said Act or for adjunction for bankruptcy; (c) upon five days' notice, for any other cause considered sufficient by publisher.

The Society of Vertebrate Paleontology By-Law on Ethics

"Article 12. Statement of Ethics.

Several goals for the Society of Vertebrate Paleontology follow from its mission statement (Constitution Article 1): to discover, conserve, and protect vertebrate fossils and to foster the scientific, educational, and personal appreciation and understanding of them by amateur, student and professional paleontologists, as well as the general public. Fossil vertebrates are usually unique or rare, nonrenewable scientific and educational resources that, along with their accompanying contextual data, constitute part of our natural heritage. They provide data by which the history of vertebrate life on earth may be reconstructed and are one of the primary means of studying evolutionary patterns and processes as well as environmental change.

- It is the responsibility of vertebrate paleontologists to strive to ensure that vertebrate fossils are collected in a professional manner, which includes the detailed recording of pertinent contextual data (e.g. geographic, stratigraphic, sedimentologic, taphonomic).
- It is the responsibility of vertebrate paleontologists to assist government agencies in the development of management policies and regulations pertinent to the collection of vertebrate fossils, and to comply with those policies and regulations during and after collection. Necessary permits on all lands administered by federal, state, and local governments, whether domestic or foreign, must be obtained from the appropriate agency(ies) before fossil vertebrates are collected. Collecting fossils on private lands must only be done with the landowner's consent.
- Fossil vertebrate specimens should be prepared by, or under the supervision of, trained personnel.
- Scientifically significant fossil vertebrate specimens, along with ancillary data, should be curated and accessioned in the collections of repositories charged in perpetuity with conserving fossil vertebrates for scientific study and education (e.g. accredited museums, universities, colleges, and other educational institutions).
- Information about vertebrate fossils and their accompanying data should be disseminated expeditiously to both scientific community and interested general public.
- The barter, sale, or purchase of scientifically significant vertebrate fossils is not condoned unless it brings them into, or keeps them within, a public trust. Any other trade or commerce in scientifically significant vertebrate fossils is inconsistent with the foregoing, in that it deprives both the public and professionals of important specimens, which are part of our natural heritage."