

Circulation 750

Annual Subscription Cost

- IEEE PSES Society Member \$35
Included with membership dues
- Individual Non-Member
Not Available

Key Products

- Capacitors
- Certifications
- Certification Consultants
- Certification Services
- Components
- Connectors
- EMC Testing
- Fuses
- Hi-Pot Testers
- Interlocks
- Insulation Test Equipment
- Labels
- Measurement Systems
- Meters
- Probes
- Protection Devices
- Reliability
- RoHS Services
- Sensors
- Safety Testing
- Software
- Standards
- Test Equipment and Instrumentation
- Test Laboratories
- Product Safety Engineering Programs, Courses, Textbooks, and Reference
- WEEE Services



IEEE



Product safety engineering addresses safety engineering for equipment and devices used in the scientific, engineering, industrial, commercial, and residential arenas. Areas of interest include aerospace, automotive, biomedical, communications, computers, consumer products, instrumentation and testing, power products, and life sciences. Many safety engineers deal with product certification issues and have interests in many areas.

IEEE Product Safety Engineering Newsletter readers are design professionals, design engineers, and researchers involved in electrical product safety, product safety engineering, and product compliance certifications.

CONTRACT REGULATIONS: All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period.

LIABILITY: The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter.

PUBLISHER'S PROTECTION CLAUSE: The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.

Editorial Calendar

Features: Included during the year are articles on Safety, Back to Basics, Technically Speaking
Departments: President's Message, Editor's Corner, Chapter News, News and Notes, Awards

Issue	Closing date for articles	Closing date for news items	Closing date for advertising
March	February 1	February 15	February 15
June	May 1	May 15	May 15
September	August 1	August 15	August 15
December	November 1	November 15	November 15

Institutional Listings

We invite applications for Institutional Listings from firms interested in the product safety field. An Institutional Listing recognizes contributions to support publication of the IEEE Product Safety Engineering Newsletter. To place ad with us, please contact Jim Bacher at j.bacher@ieee.org.

FULL PAGE	\$770
1/2 PAGE	\$430
1/4 PAGE	\$230
COVER	\$945
Business Card	\$400/year



**Shape the future
by designing a safer world.**

Knowledge | Community | Profession


IEEE www.ieee-pses.org

Product Safety Engineering Society Website

PSES will display hyperlinked banner ads (approx. 300x140) for \$150 for 3 months or \$500 for a full year on our main webpage <http://www.ieee-pses.org/>.

The Product Safety Engineering Society will also accept advertisements for employment (free) and place looking for work ads (free to members) on our jobs web page at <http://www.ieee-pses.org/jobs.html>.

Please contact Dan Roman for details at dan.roman@ieee.org.



The Product Safety Engineering Newsletter

Vol. 4, No. 4 December 2008

What's Inside

President's Message	1
Officers of the IEEE PSES	2
Chapter Activities	4
Technical Speaking	7
2008 Symposium Report	20
IEEE PSES Membership	24
News and Notes	5
Editorial	23

President's Message

As we come to the end of 2008 I want to thank our outgoing PSES Board of Director members: Martin Marks and Ken Thomas. Both opted not to run for the PSES BoD for 2009-2011. Ken is also exiting as VP of Member Services, but he will continue to volunteer to assist the society, and he will be assisting the new VP of Member Services.

I also would like to congratulate Martin Marks on his election to be President of the Society in 2010-2011 and Thomas Ha for his election as VP Member Services. During 2009, Martin will continue as Treasurer and as the President Elect. I would like to thank these men for their support over the last three years and for their continued support.

Congratulations to the following for their being elected to the PSES BoD:
 Jim Pierce and Ivan L. VanDeWege as new members of the BoD, and returning members Jack M. Burns and Richard L. Pasatore. I look forward to working with the new BoD members, the returning BoD members, and Thomas Ha and Martin Marks. If you know someone who would be a good match for the Treasurer position, let me know—we have to fill that position before the end of 2009.

The IEEE has just into place a requirement that we have a non-voting member on the BoD to represent GOLD members. GOLD stands for "Graduates Of the Last Decade." This is a term used by the IEEE for those who have graduated from College during the last 10 years. To meet that requirement I have appointed Susan Cabblerley as the GOLD Member Ex Officio BoD member.

The year 2008 was rough for the PSES, however we did have some bright spots as well. Just like everyone else, we had a significant negative impact by the stock market. We are required to have 50 percent reserves against our expenses. At the first of this year we finally achieved the required reserves and expected to be removed from the IEEE TAB Fin Com (Technical Activities Board Financial Committee) watch list. We do not know what the final result will be for 2008, but

Continued on Page 3

Electronic Files

Supply a high quality digital proof. We cannot accept files without proofs. Do not compress files. Send files on a CD. All e-mailed files must be under 5 mb.

Acceptable formats:

Adobe PageMaker or InDesign:

- Must be saved with all linked files.
- All linked files provided.

QuarkXpress documents using the “Collect for Output” from the file menu:

- Supply all the elements that went into creating the files – fonts (both screen and printer), art files (eps) and the high-resolution images.
- Include a list of all items contained on the disk, including fonts.

EPS (Encapsulated Postscript) which contain 300 dpi bitmap formatted files:

- Use only Adobe Type 1 fonts. No True Type fonts, please.
- Supply a list of fonts that are used in the file.
- All color elements must be in CMYK.

TIFF/JPG/PDF

- All color elements must be in CMYK.
- Any bitmap images must be 300 dpi at final printed size.
- Fonts other than Helvetica or Times should be embedded or provided.

Unacceptable formats:

We do not accept the following file formats:

- GIF
- DOC
- Any other formats not listed.

Also, we cannot accept files from page layout programs such as FrameMaker, Corel Ventura, PageMaker, InDesign or QuarkXpress which do not adhere to specifications noted previously.

We cannot be held accountable or responsible for any electronic files which have not been prepared correctly.

The Advertiser and/or its Agency accept full responsibility for the accuracy and integrity of the supplied electronic files.

Our production staff reserves the right to reject electronic ad material which will not process or reproduce correctly to meet quality standards, or that are missing elements such as fonts or high-resolution graphics.

If we are asked to preflight or troubleshoot supplied files, there will be a charge of \$100 per hour, with a one-hour minimum charge. These charges will be added to the invoice.

Send material to: Jim Bacher,
j.bacher@ieee.org.

Mechanical Requirements

Ad Size in Inches

Non-Bleed Sizes	Width	Depth
FULL PAGE	7" x	10"
½ PAGE, HORIZONTAL	7" x	4-7/8"
¼ PAGE, SQUARE	3-3/8" x	4-7/8"
BLEED SIZE	8" x	11"
TRIM SIZE	7-7/8" x	10-3/4"

Keep all live matter 3/8" inside trim.

Ad Size in Millimeters

Non-Bleed Sizes	Width	Depth
FULL PAGE	178mm x	254mm
½ PAGE, HORIZONTAL	178mm x	124mm
¼ PAGE, SQUARE	86mm x	124mm
BLEED SIZE	203mm x	279mm
TRIM SIZE	200mm x	273mm

Keep all live matter 10mm inside trim.

Contact Info

Jim Bacher

Business Phone: 937-865-2020

Business Fax: 937-865-2048

j.bacher@ieee.org

Dan Roman

Business Phone: 973-967-6485

Business Fax: 973-967-4392

dan.roman@ieee.org