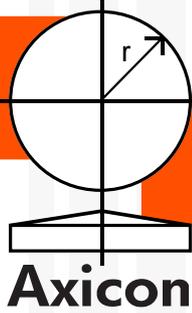


# Bar Code



# Information

from Symbol Services

**Axicon**

## ISSN Barcode Symbols for Periodicals

### *The System*

The barcode symbols that appear on the cover of magazines and newspapers are the same type of barcodes that are on all retail products. However, although the symbology is the same, the numbering system used to generate the barcode is different. The EAN for normal retail products is a 13 digit number which uniquely identifies that product, however a periodical already has a unique number to identify it, the ISSN. The EAN barcode for a magazine or newspaper is generated from the ISSN for the periodical.

### *How to Obtain a Number*

If you need a barcode for your magazine or newspaper but do not yet have an ISSN then contact the National Serials Data Centre:

**Telephone 01937 546957 / 8**

Your ISSN is converted into a 13 digit EAN code by the addition of 977 before the first seven digits (to indicate a serial publication) and then the last two digits before the final check digit are used as a Sequence Variant to show when a price increase takes place.

The 11th and 12th digits are called the **Sequence Variant** and indicate to the retailers whether there has been a price change since the last issue coded. When you start barcoding the figures should be 00 and for each price change that occurs it should go up by one digit to 01, 02, 03 and so on. It is vital that these digits are changed

because although they do not show the actual price of the publication they alert the retailer that their records must be amended to ensure that the new price is recorded at the checkout.

Special issues that have a different cover price such as Summer or Christmas editions where the price will revert to normal for the following issue should have a price variant of 99 and then 98 and so on.

The final figure in this EAN 13 digit code is a check digit which is a mathematical calculation based on the other digits and we can calculate this for you.

Alongside the main barcode symbol there is also a two digit "addon" barcode. This is used to show the issue number of the publication. This should coincide with the weeks or months of the year when the publication is on sale. There are special guidelines concerning magazines that are published at different times. On rare occasions the actual issue number of the magazine is coded as the addon but only if it has been requested by a distributor. Codes required for American magazines are in their usual UPC format with a 2 digit addon. It is often acceptable to have an issue number in the addon. Please contact us for further information.

### *Daily Newspapers*

The numbering system is slightly different for daily newspapers. The two digit addon barcode indicates the week of issue for the paper and so remains the same throughout the week. The first digit of the sequence variant is used to indicate a

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price change starting from 0 and then going up to 1, 2 etc. The second digit of the sequence variant is used to indicate the day of the week, 1 for Monday through to 7 for Sunday. So for example the sequence variant for Wednesday's edition of a newspaper that has had two price changes would be 23. Please refer to our SAMPLE below.

## Ordering a Film Master

Once you have the ISSN, sequence variant and add-on digits you are ready to order a barcode film master. This is a piece of artwork which your printer will strip into the rest of the artwork for your cover. If your printer or design studio is using a computerised page layout system we can supply the barcode image on disk for incorporation into the on-screen artwork (please call for further details).

There are some details that we need to know for your film master. They are as follows:

### Magnification

The nominal size for an ISSN barcode symbol (known as the 100% magnification) is shown on the samples opposite. Wherever possible it is best to use this magnification. If space is at a premium then the symbol can be made smaller although some retailers including Tesco Plc will not accept any smaller than 90%.

Once produced the symbols cannot be either photographically reduced or enlarged and so it is important to let us know the magnification that you require when ordering.

### Truncation

The height of the bars should not be truncated unless there is a space problem.

### Bar Width Reduction

When your symbol is made we can reduce the width of the bars to compensate for any ink

spread that might occur during printing. This is particularly important for newspaper printing or when any other printing surface is used apart from a high gloss cover. If the bars are reduced the printed symbol should have bars of the right width and scan correctly. We can advise on this and also the colours that should or should not be used for the background and the bars of the code.

### Film Specification

We can produce films as either positive or negative and with the film emulsion side up or down. Your printer should be able to supply you with these details or we would be happy to contact them on your behalf.

### SISAC Codes

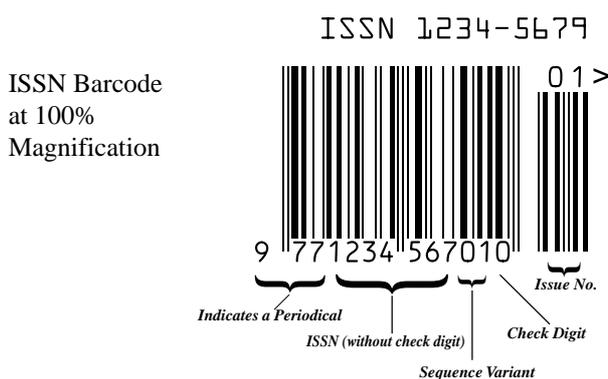
We are also able to produce SISAC codes for Scientific and Technical Journals.

### DiskMasters

Alternatively, we can provide your bar code as an EPS file for direct import in to your artwork, either on disk or via ISDN. Please contact us for more information.

*Please telephone us on the numbers below to discuss any queries or observations you may have. Our experience of more than 20 years in barcoding will simplify what may seem a complicated system. Once your needs have been established ordering from us will become an easy and pleasant routine.*

## Sample



## A member of the Axicon Group - the Barcode Innovators



A MEMBER OF  
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