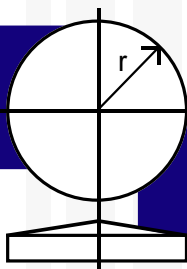


Bar Code



Information

from Symbol Services

Axicon

ISBN Barcode Symbols for Books

The System

The barcode symbols that appear on the back of books are known as Bookland EAN barcode symbols. However, although the type of barcode is the same as others used for retailers, 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 book already has a unique number to identify it, the ISBN. The EAN barcode for a book is generated from the ISBN for the book.

How to Obtain a Number

If you need a barcode for your book but do not yet have an ISBN then contact Niensens Book Data. This is the organisation that issue ISBNs:

Telephone 0870 777 8712

There is a charge and the office is only open in the morning, 9am until 1pm.

The "Bookland" EAN is generated by prefixing the ISBN with 978 (these figures denote that the product is a book). After the 978 prefix comes the ISBN number without the last of the digits which is the check digit for the ISBN. This gives a twelve digit number. The final figure which makes the EAN up to 13 digits is a check digit which is a mathematical calculation based on the other digits and we can calculate this for you. We have an additional information sheet which shows how to calculate the check digit yourself should you need to. This digit may be different

to the original ISBN check digit which is quite in order.

Alongside the main barcode symbol there can also be a five digit "addon" barcode. This can contain the UK price (addons beginning with 0) or other additional information to be ignored by the barcode scanners such as publishers own stock numbers (addons beginning with 9). The scanners will only recognise the price in pounds where 0 is the first of the five digits.

Ordering a Film Master

Once you have the ISBN number 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 book 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 ISBN barcode symbol (known as the 100% magnification) is shown on the samples overleaf. Wherever possible it is best to use this magnification and many retailers ask for it.

If space is at a premium then the symbol can be made smaller, but 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 .

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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 when printing on any surface 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.

Truncation

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

ISBN Barcode Styles

When barcoding for books began the ISBN was put above the symbol in OCR-A. As can be seen from Figures 1 and 2 this gives a good justified symbol when used with an addon (if produced at 92% magnification and 3mm truncation). Originally codes suitable for the US market had to have the ISBN in OCR-A but this is no longer the case.

Versions have been introduced with the ISBN in OCR-B and these produce much neater looking symbols. Figure 3 shows the Regular symbol and Figure 4 shows the version with the addon price of £5.95 alongside. The '0' at the commencement of the 'add-on' indicates to the computer a price in pounds. Similarly '5' preceeds a dollar price and '9' allows a publisher to encode his own information as the scanning system is programmed to ignore it.

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.

Samples

ISBN 0-330-25709-9

Fig 1

Version OR
at 100%



ISBN 0-330-25709-9

Fig 2

Version 05
at 92% with
3mm truncated



ISBN 0-330-25709-9

Fig 3

Version NR
at 100%



ISBN 0-330-25709-9

Fig 4

Version NK
at 100%
includes
price addon



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