

HOW to GET A UPC BAR CODE



IF YOUR MAGAZINE IS GOING TO BE ON A RACK IN A RETAIL SETTING, CHANCES ARE THE RESELLERS WILL REQUIRE YOU TO HAVE A UNIVERSAL PRODUCT CODE BAR CODE. HERE'S HOW TO GET ONE.

A bar code is not required by law, but it helps the resellers and distributors keep better records and track inventories. UPCs consist of the number, or GS1 Identification Key, and bar-code art. GS1, formerly known as the Uniform Code Council, is the official organization for registering UPCs.

Generally, your distributor will provide the UPC information you need. If your publication is regional, or some other situation that does not require a distributor, Publishers Press recommends using a website like upccode.net to get the UPC numbers and artwork.

The following steps must be completed to implement a UPC:

- Get the information for numbers. Currently, UPCs are 12 digits with the first several digits, Company Prefix (CP) assigned by GS1, and the next several digits, the Item

Reference (IR) assigned by the purchasing company. A GS1 member organization can give you more specific information about how your number should be assigned.

- Select a bar-code company to supply labels or the artwork. Publishers have the option of using bar-code labels or incorporating the UPC graphic into the design. Some websites for bar-code art include www.barcode-us.com, www.createbarcodes.com, and www.makebarcode.com.
- Make sure the size, color, and placement of the bar code are in accordance with specifications for resell requirements in your particular situation.

For more information about UPCs, please consult your Regional Sales manager or Print Specialist at Publishers Press, or visit www.ean-int.org to find a GS1 Member Organization.