

**BIPAD Inc. SUMMARY: Magazine & Paperback Title & Issue Coding UPC Symbol
Location & Orientation Guidelines.**

PURPOSE - This is a condensed summary of the booklet Magazine & Paperback Title & Issue Coding/UPC Symbol Location & Orientation Guidelines. It is designed for use by publisher who have obtained a BIPAD number; but have not yet received the full Guidelines. All the information included in this summary is excerpted from the full Guidelines.

INTRODUCTION - The UPC on magazine covers serves two purposes: it permits retailers to identify the item at the checkout for automatic look-up of the price; and it enables distributors to automatically record retailer returns, separating prematures and salable copies for redistribution, speeding the collection of sale data by wholesalers for communication to publishers.

MAGAZINE AND PERIODICAL CODING - The 12-digit UPC symbol presents the following information about magazines and periodicals: The first six digits, the company prefix, (including the NSC) identify the publisher or distributor. The next five digits, which display the product identification number, encode a BIPAD title number that uniquely identifies each publication and is accepted by all magazine wholesalers in the U. S. and Canada. To prevent duplication, the BIPAD title code system is coordinated BIPAD Inc., which is supported by the publishing distribution industry, and enables a periodical publication to use the same cover identification number and the same UPC throughout North America. Publishers who distribute directly to wholesalers are assigned BIPAD numbers commensurate with present and potential future needs, with a processing fee to defray administrative costs. Most national distributors have a block of numbers for assignment and mandatory use on all titles distributed by them.

Retailers felt that it would not be feasible to encode the magazine issue in the basic UPC, requiring entry of a new code for each title with the delivery of each new issue to the store. Thus the 2-character supplemental symbol was developed for use on periodicals to designate a specific issue code. It is not recognized by retail scanners, with a few exceptions, but is crucial for the processing of magazines at wholesaler/distributors.

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ISSUE CODING GUIDELINES FOR MAGAZINES - *The following magazine issue coding guidelines must be followed if magazines are to be acceptable for distribution by all wholesalers:*

WEEKLIES/BI-WEEKLIES: Code Weekly issues from 01 to 53, with issues cover dated January 1st up to and including January 7th coded 01; January 8-14 coded 02, January 29 through February 4 coded 05, etc. - according to the UPC Calendars for leap years and non-leap years printed in the guidelines. If there are two dates on the cover, e.g., "June 24, 1990 through June 30, 1990", the first date determines the issue code. Code Bi-weekly issues the same as weeklies. Thus issues are coded either 02, 04, 06, etc. or 01, 03, 05, etc.

MONTHLIES/BI-MONTHLIES: Code Monthly issues 01 to 12, with January cover date coded 01, February coded 02, etc., up to December coded 12. Code Bi-monthlies issues the same as monthlies. If the cover designation includes two months, the first month determines the issue code. Thus May-June is coded 05.

QUARTERLIES/SEMI-ANNUALS: If cover designated by season, code issues with the first character representing the last digit of the calendar year and the last character representing the season as follows: Spring is coded -1, Summer -2, Fall -3 and Winter -4. Thus Summer 1990 is coded 02, Fall 1991 is 13, etc. If Semi-annuals are cover dated by season, code issues the same as Quarterlies. If the cover designation includes two seasons, the first season determines the issue code. Thus Fall-Winter 1992 is coded 23.

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ANNUALS: Code issues with the first character representing the last digit of the calendar year on the cover and the last character always being the number "5". Thus a 1990 issue is 05, a 1991 issue is 15, etc.

SERIES PUBLICATIONS: Code publications without a cover date (week, month, season or year) by matching the numeric issue designation and the UPC issue code within the two-digit capacity. Thus Volume X, Number 8 is coded 08. When issue numbers reach three or more digits, the leading digit(s) are dropped and the issues 01 to 99 are repeated or a new BIPAD number may be required. Issue numbers divisible by 100 require special handling since issue code 00 is not a valid number in many computers. Thus, issue code 50 is substituted for 00.

If both a date and an issue number appear on the cover, the date takes precedence and determines the issue code. However, it is recommended that dated publications not have series, volume or issue numbers on the cover.

SPECIALS AND ONE-SHOTS: Publications with no cover issue identification, which are to be treated as magazines for distribution purposes, must have some UPC issue designation and 2-digit supplemental symbol to be scanned by wholesalers and should be coded 01.

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SYMBOL LOCATION/ORIENTATION GUIDELINES - Neither retailer nor wholesaler scanners are wide enough to locate and scan a symbol on either side of a magazine cover. Thus, a magazine industry committee recommended the symbol be placed in the lower left corner of the front cover. Subsequently, manufacturers of wholesaler returns scanners engineered the units based on this location. There are two alternate symbol orientations: the "picket fence" position and the "ladder" position. It is essential the symbol be oriented with the 12-digit UPC numbers on the bottom or on the right.

SYMBOL SIZE AND PRINTING SPECIFICATIONS - Symbol size is expressed as a Magnification Factor based on 100% of Nominal Size. The size of the symbol should be consistent with the printing process and paper used for production of covers. As a general rule and with careful conformance to printing standards, an 80% magnification symbol can be used with offset printing on most coated magazine stock. Letterpress and gravure printing usually require 90%; and newsprint requires from 90% to 100% depending on the grade. Film Masters or Digital Image Files used to print the symbol must be ordered at the magnification to be used in the plate making process. Under no circumstances should symbols be reduced in size than that of the Film Master or Digital Image File.

Truncation of the symbol, i.e., reduction of the bar height alone, causes low first-read-rate problems at retail checkout and in wholesaler return scanning systems. The Uniform Code Council (UCC) has condemned the practice as severely reducing the efficiency of UPC and retailers frequently reject products, including magazines, with truncated symbols. Printing specifications, background color contrast, etc. are covered by the UPC Symbol Specification Manual available from UCC and by information available from the symbol suppliers .

HOW TO GET TECHNICAL INFORMATION - Harrington Associates LLC, the managers of the BIPAD system, utilize the services of Publication Identification & Processing Systems (PIPS, Inc) to advise on questions associated with proper UPC coding of magazines and related publication products and technical matters relating to scanning the UPC symbol, including scan verification and no-scan analysis. PIPS, Inc. can be contacted at 436 E. 87th Street, New York, NY 10128-6502, Phone 212/996-6000, Fax 212/410-PIPS or 212/410-7477. Website: www.pips.com
