



Bar Code and Product Code Placement Standard Revised 4/02

For products sold in the Christian market

The following guidelines list which products will be labeled with a Bookland EAN bar code (the symbology which encodes an ISBN) or a UPC bar code (Universal Product Code). These guidelines also include placement and sizing information for accurate application of these standards.

This document has been created to conform to current standards established by:

- The Uniform Code Council (Dayton, OH-based center of the U.P.C.)
- The EAN Authority (Brussels)
- The International ISBN Agency (Berlin).

Products not covered by that agreement include Curriculum, Gift Product, and Church Supplies and Boxed Sets where guidelines were developed specifically for the Christian market.

Special Notes

- The *primary* bar code is that which is the most pronounced and placed according to the indicated standard. If used, a *secondary* bar code must be placed on the package bottom or inside cover.
- Unless otherwise indicated, the primary bar code is to be placed in the lower right corner of the back cover.
- CPC Codes are upper case with a space before and after each slash mark separating the categories. Refer to procedure CPSG 1.5 for additional information.
- CPC Codes are just above and right justified with the bar code unless otherwise indicated.
- Refer to procedure **CPSG 1.5 – CPC Book Code Implementation Guide** for additional information.

Printed Books and Bibles

Primary: EAN

- A. All print-on-paper books and Bibles (except mass market)

Primary: UPC

- A. Mass market softcovers.
- B. Secondary: EAN printed vertically on inside lower left corner.

Print-on-paper Curriculum

Primary: EAN

- A. All print-on-paper curriculums including VBS curriculums

Printed Music

Primary: UPC

- A. All print-on-paper music including hymnals, songbooks with music, words-only chorus books, cantatas, folios, and sheet music.

Audio Product (CD's and Cassettes)

Primary: EAN

- A. Spoken word tapes. These are primarily narrations of books, audio versions of the Bible, theatrical performances, stories or poetry, and instructional guides. Music may be present but only as introductory or background music that accompanies the spoken word.
- B. Non-music sound tapes with accompanying spoken words. For example, bird sounds with accompanying spoken commentary.
- C. Children's nursery rhymes and nonsense rhymes. These may be either accompanied or unaccompanied by music.
- D. Instructional tapes on music or music technique. Music may be present, but must be secondary to the spoken word.

Primary: UPC

- A. Music product whose major element consists of music.
- B. Song tapes (accompanied or unaccompanied by music), unless the song is presented in unaccompanied poetic form or are rhymes as described above.
- C. Hymns, plain song, and chant.
- D. All other sounds presented in music form.

*Computer Software (including but not limited to CDs, Diskettes)

Primary: UPC

- A. Computer software that has encoded text or static graphics. Software that is a version of a book or Bible or use such as its primary source. Software that is

complete within its self and specifically intended for output in human readable form.

- B. Computer software that is primarily intended to instruct or educate through a combination of graphics and text. For example, a game for children that is intended to be educational by virtue of text responses and help screens, as opposed to a game of purely entertainment value; or chess software that teaches a player the moves and strategy of the game.
- C. Computer games solely or primarily intended for entertainment, regardless of the age group at which the product is targeted.
- D. Software containing code which is primarily intended for use within machines. For example, system or application software.
- E. Software containing code which requires data to be added to it in order to function fully. For example, database software, word processing, desktop publishing packages, etc.

Toys, Games, etc.

Primary: UPC

- A. All toys, games, and other products not covered in categories specified in this document should carry the UPC

Gift Products

Primary: EAN

- A. Calendar products including spiral bound, wall, and block formats.
- B. Secondary UPC code is optional and recommended for those calendar products sold beyond the Christian retail market. In this case, the UPC should be printed on the foot of the box.

Church Supply Products

Primary: EAN

- A. Book-like print-on-paper church supply products. This includes attendance record books, finance ledgers, and teacher resources.

Primary: UPC

- A. All church supply products not covered in categories specified in this document should carry the UPC. This includes maps (not bound in book form), choir robes and accessories, communion ware, candles, overhead projectors and accessories, crayons, magnifying glasses, puppets, etc.

Videos and DVDs

Primary: UPC

- A. Videos and DVDs intended for entertainment or general recreations interest, irrespective of whether the content is fictional or factual. For example, film, documentaries and sports events.
- B. UPC is printed in the upper right corner.
- C. CPC Code is printed just under and right justified of the bar code.

Packaged Sets

Primary: EAN

- A. Any combination of books and other materials where the book is the primary item. For example, a basket containing a book and two mugs, where the book is the featured item. If the mugs are sold separately, they would be identified with UPCs, but the outer package (basket) would still be labeled with an EAN.

Primary: UPC

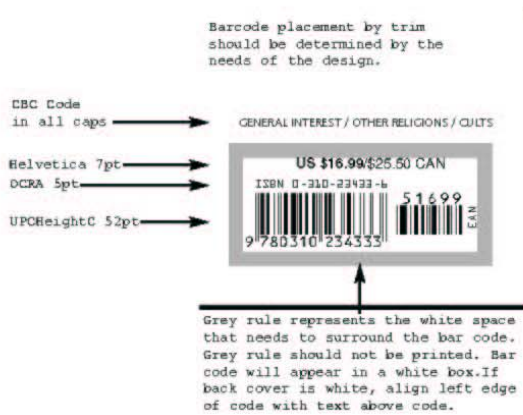
- A. Any combination of materials where the item stressed is the NOT a book. For example, a box containing a pad, a game, and an instructional book, where the game is the featured item, should be identified with a UPC. If the instructional book is sold separately, it would be identified with an EAN, but the outer package (box) would be labeled with a UPC.



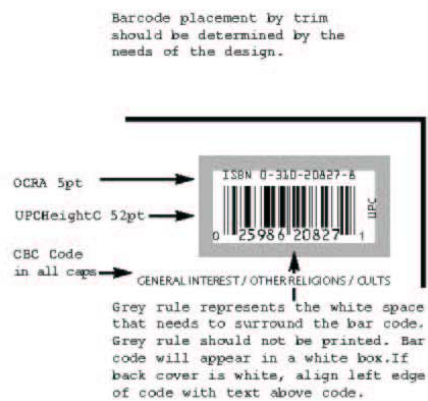
Bar Code and CBC Code Standards

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(Revised: January 2002)

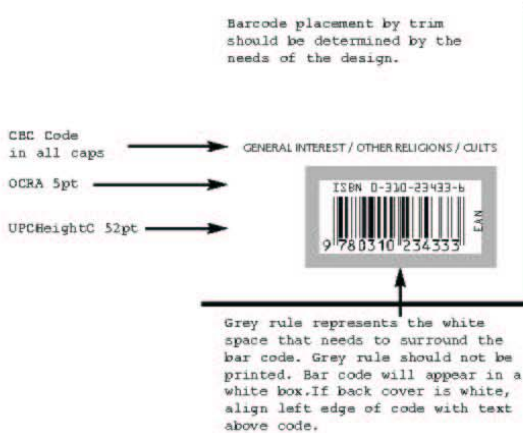
EAN Extended with Price



UPC Top



EAN No-Price



UPC Bottom

