

# BAKER & TAYLOR

## PUBLISHER SERVICES

- Always use EAN 13 symbology
- Use 7pt OCRA for the ISBN text and number and price
- Center ISBN and number over the bars of the code
- Use only the ISBN 13 number
- If you need to convert an ISBN 10 use <http://www.isbn-international.org/converter/converter.html>
- Center price under the supplemental bars of code using 7pt OCRA
- Dimensions for white box for full size barcode, including ISBN 13 text, should be 1 7/8" x 1 3/8"
- Dimensions for white box for full size barcode, including price and ISBN 13 text, should be 2 1/4" x 1 3/8"
- Maximum reductions according to industry standards is 81.8%
- All barcodes should be solid black only on a white background.

**Below are some examples to help illustrate the above items:**

BARCODE without price...



BARCODE with price...

