









**MAPLE**  
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## CARTON LABEL SPECIFICATIONS – PRINTED MATERIAL

- ▶ Product labels must be a minimum of six inches in width and four inches in height.
- ▶ Separate the content by zones as shown below. On a standard 6" x 4" label, zone three will be two inches in height and the others one inch. Data elements are to appear in the noted order.
- ▶ Zone one contains human readable non-bar coded product information printed in at least a 12-point font, with the title/item in 14-point boldface type. Required information includes the title or product description, the publisher/company and the country of origin. Optional information may include the author, permitted on-sale date, and/or any technical information for media products.
- ▶ Zone two is reserved for publisher/company-specific information with optional bar coding. As sampled, the publisher's purchase order number and the printing number are listed. Also noted is the type of bar code designated on cover four of the books within the carton (EAN or UPC).
- ▶ Required information for zone three in both bar code and human-readable format include the carton quantity and weight, the list price on the cover/product, and the 13-digit ISBN. The human-readable data displays the complete encoded number; the ISBN contains GTIN-14 data.
- ▶ Please note that cartons not labeled in accordance with these specifications are subject to an additional fee. Feel free to contact your Distribution CSR if additional information is needed. [10-11]

<b>ZONE ONE</b> ▶	<b>TITLE: LATEST BESTSELLING TITLE, THE</b> AUTHOR: WRITER, GREAT PUBLISHER: HAPPY PUBLISHER			ON SALE: 12/30/2008 PRINTED IN USA
<b>ZONE TWO</b> ▶	<b>PPON: 123456</b>  (251) 123456	<b>BARCODE</b> <b>EAN</b>	<b>PRINTING #: 12-08</b>  (10) 12-08	
<b>ZONE THREE</b> ▶	<b>CTN QTY: 24</b>  (30) 24		<b>CTN WGT: 10.0 lbs.</b>  (3401) 000100	
	<b>ISBN: 978-1-234-56789-7</b>  (01) 19781234567894		<b>COVER PRICE: \$50.00 USD</b>  (9012Q) 5000USD	