



BOX OFFICE TICKETING TERM GLOSSARY

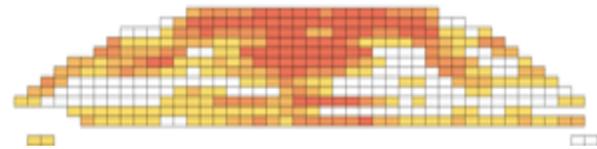
Ever read an article on pricing in the arts and wish someone could translate it into plain English? There are a lot of specialized terms to describe pricing tickets. The following definitions have been provided by consulting firm TRG Arts, and are a great place to start when getting to know box office vocabulary.

- **Base Price:** The portion of the ticket price set by the producer. The Ford's Facility/Programming fee, which is embedded in the ticket price, is added to the base price to make the full price. All patron discounts and licensing fees are based on the base price.
- **Comp tickets or Comps:** Short for "complimentary tickets," referring to free tickets given to the patron by the producer or venue.
- **Consignment:** Holding a certain number of tickets to sell yourself. Consignment revenue is still used to calculate the Ford's licensing percentage, but revenue can be kept upfront.
- **Convenience fee:** Added to phone and web points of sale for the convenience of using these channels, this \$4-per-ticket fee covers the costs of doing business (e.g. staff and credit card fees). This gets added to the Base Price. The patron sees this fee when they make their purchase.
- **Demand:** In the context of arts pricing, the value that patrons place on an artistic experience, expressed through purchasing behavior (e.g., The demand for tickets to see the Foo Fighters was so high, tickets sold out within 30 minutes.). Demand drives ticket prices up and down.
- **Discount:** Any decrease from the base ticket price.
- **Dressing the house (a.k.a. Hold-and-Release):** A customized plan based on historic sales patterns, where sections of the house are held back from sale and only released into inventory when sales increase. This strategy places patrons in the venue in a way that makes the house feel more full, and is designed to ensure a perception of success whether or not the house sells out by filling the venue from front to back and center outward.
- **Dynamic pricing:** Pricing based on demand, where an organization sets a price point for a given event and increases or decreases the price based on how well it sells.
- **Facility fee:** A fee added to and embedded within the ticket price at all points of sale. Proceeds are allocated to a historic venue's maintenance fund.
- **Fill pattern:** How a venue fills as seats are sold, creating a pattern in the seat map. An example of the fill pattern in a seat map from [New Wolsey Theatre](#) (gray dots represent filled seats):
- **Full price:** The total ticket price, comprised of the base price and the Ford's Facility/Programming fee, is what will be advertised to patrons as the price of the event in marketing collateral and on our website.



Fill pattern

- **Heat map:** A graphical representation of the seat map where the ticketed seats are represented in colors. Non-colored seats typically represent unsold tickets. Colored seats are darker or “hotter” the more times a seat is filled when looking at multiple performances. An example heat map from New Wolsey Theatre:



Heat Map

- **Inventory management:** Reviewing and proactively controlling available seats for each performance currently on sale, ensuring enough seats are available at various price points at any given time to meet current levels of demand.
- **Papering the house:** Giving out complimentary tickets to make the house look full.
- **Peak/off-peak pricing:** A pricing strategy in which events are priced differently according to different factors like time of day, day of week or genre of performance.
- **Per capita revenue:** A measurement of revenue per ticket, calculated by dividing revenue by units. Also called average ticket price or per-ticket yield.
- **Price jump:** Difference between price points.
- **Price point:** The price of a ticket.
- **Price point absorption:** How many seats are being sold at each price point available, based on historical data. Indicates which price points are most popular. Can also be detailed by ticket type.
- **Price table:** Ticket prices for each event, which typically vary by buyer type (e.g. adult, subscriber).
- **Price zone:** Areas of the house that have the same price point
- **Scale of house:** Determines the price points for each seat in the hall. Also called "scale of hall" or "scale plan."
- **Seat map:** A diagram of the venue that shows which prices are assigned to which seats.
- **Seating configuration:** How seats are arranged in the hall. For most venues, this does not change unless seats can be removed or added.
- **Static demand pricing:** As more seats are released for sale, fewer seats are made available at lower prices and more seats are made available at higher prices. This helps increase per capita revenue as more tickets sell even without dynamic pricing.
- **Ticket type:** Differentiates the type of ticket being sold (i.e. subscriber, single ticket buyer, complimentary ticket, group). Also called **buyer type** or **patron type**.
- **Trigger point:** In dynamic pricing, the point at which prices will be changed. For example, an organization might set a trigger point to change prices when the number of seats sold by a certain date is at a certain low or high.

QUESTIONS? Please contact Ann Jensen, Box Office Manager (ajensen@ford.lacounty.gov, 323.856.5788).