

Ticket pricing

Advertising Guidance (non-broadcast)

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Foreword

The Committee of Advertising Practice (CAP) offers guidance on the interpretation of the UK Code of Advertising (the CAP Code) in relation to non-broadcast marketing communications.

The Broadcast Committee of Advertising Practice (BCAP) offers guidance on the interpretation of the UK Code of Broadcast Advertising (the BCAP Code) in relation to broadcast marketing communications.

Advertising Guidance is intended to guide advertisers, agencies and media owners how to interpret the Codes but is not a substitute for those Codes. Advertising Guidance reflects CAP's and/or BCAP's intended effect of the Codes but neither constitutes new rules nor binds the ASA Councils in the event of a complaint about an advertisement that follows it.

For pre-publication advice on specific non-broadcast advertisements, consult the CAP Copy Advice team by telephone on 020 7492 2100, by fax on 020 7404 3404 or you can log a written enquiry via our [online request form](#).

For advice on specific radio advertisements, consult the [Radio Centre](#), and for TV advertisements, [Clearcast](#).

For the full list of Advertising Guidance, please [visit our website](#).

CAP Help Notes offer guidance for non-broadcast marketing communications under the UK Code of Non-broadcast Advertising, Sales Promotions and Direct Marketing (the CAP Code). For advice on the rules for TV or radio commercials, contact Clearcast (www.clearcast.co.uk) for TV ads or the RACC (www.racc.co.uk) for radio ads.

These guidelines, drawn up by the CAP Executive, are intended to help marketers, agencies and media interpret the rules in the CAP Code. The Help Note is based on past ASA rulings. It is not intended to be a substitute for the full CAP Code and neither constitutes new rules nor binds the ASA Council in the event of a complaint about a marketing communication that follows it.

Definitions

For the purpose of this Help Note, these definitions apply:

- tickets: tickets bought for access to events such as stage productions, films, concerts, museums and sporting fixtures;
- face value price: the cost of a ticket with all booking, transaction or other extra charges excluded;
- extra charges: any fee levied on top of the face value price;
- extra charges mandatory: the ticket cannot be purchased at face value through any sales channel; and
- extra charges not mandatory: extra charge applies through one or more sales channel but can be bought at face value through at least one sales channel.

Face value prices

A face value ticket price should be quoted in a marketing communication without qualification only if no extra charges apply when buying tickets using any of the sales channels mentioned in the marketing communication.

3. Variable face value prices
If the event has no one set face value price because of certain variables, for example quality of seat, length of validity of ticket or venue, marketing communications quoting prices should state the range of prices or a “from” price. Examples: “tickets £10 to £35” “tickets £10 (except London £12)” or “tickets from £10”.

Non-mandatory extra Charges

If extra charges are not mandatory and apply per ticket, advertisers may state either inclusive or face value prices, if the advertisement explains where and how the face value tickets can be obtained.

If extra charges are not mandatory but variable, advertisers may state face value prices, if the advertisement explains where and how the face value tickets can be obtained or state the minimum inclusive price that must be paid for the ticket as a “from” provided that they include a qualifying claim.

Advertisements for single events that are booked through a single channel and for multiple events that have common charges and are booked through a single channel should specify those charges.

Advertisements for multiple events or advertisements for events that are booked through more than one channel can merely state the existence of extra charges without specifying the amounts.

If the extra charges vary from channel to channel, the advertisements should say so.

Mandatory Extra Charges

If extra charges are mandatory and apply per ticket, advertisers should state the inclusive price that must be paid for the ticket.

If extra charges are mandatory but variable, advertisers may state the minimum inclusive price that must be paid for the ticket as a “from” price but should include a qualifying claim.

One-off Charges

If extra charges are one-off fees (fixed or variable) applicable to the whole transaction and mandatory, advertisers should state the face value price with a reference to the existence and amount of the one-off fee.

If extra charges are one-off fees (fixed or variable) applicable to the whole transaction but are not mandatory, advertisers may state either face value prices if the advertisement explains where and how to obtain tickets at face value, or qualify the face value price with a reference to the existence and amount of the one-off fee.

When referring to a one-off fee, advertisers may use an asterisk to link the price to information about the amount of the fee, eg “£25 plus transaction fee*. *Fee is £3 per transaction”, or, if the fee is variable, e.g. “£25 plus transaction fee*. *Fees are £3 for delivery by post, £2 by email, etc”. The same applies for tickets offered at a range of prices, e.g. “£25-£85 plus transaction fee*. *Fee is £3 per transaction”.

Substantiation for claims should be held before publication and should be made available to CAP or the ASA on request. Marketers should check the CAP Code for the full rules.

Advice on specific marketing communications is available from the CAP Copy Advice team by telephone on 020 7492 2100, by fax on 020 7404 3404, or you can log a specific written enquiry via our online request form www.cap.org.uk/Bespoke The CAP website at www.cap.org.uk contains a full list of Help Notes as well as access to the AdviceOnline database, which has links through to relevant Code rules and ASA adjudications.

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