











Beckett Football is the No. 1 source for accurate and timely information on football cards and collectibles. With sport-specific feature articles, product previews and reviews, the latest news and notes and the most comprehensive trading card price guide in the industry, Beckett Football delivers the complete package to collectors and football fans alike. Released monthly, Beckett Football is a look into the world of football cards and memorabilia.

Rates and Requirements for 2017

Effective December 31, 2016

4-Color	1x	6 x	12x	
Full Page	\$3,300	\$2,970	\$2,805	
1/2 Page	1,980	1,782	1,683	
1/4 Page	1,320	1,188	1,122	
2 Pg Spread	6,270	5,643	5,330	
Cover 2	4,125	3,713	3,507	
Cover 3	3,630	3,267	3,086	
Cover 4	4,455	4,010	3,787	
Black/White	1x	6x	12x	
Full Page	\$1,650	\$1,411	\$1,199	
1/2 Page	990	847	719	
1/4 Page	660	564	480	
1/8 Page	413	392	300	
1/24 Page	248	211	180	

* Cover Date	Space Reservation	Materials Due	Hobby On Sale Date	Newsstand On Sale Date
Jan 2017	10/27/2016	11/14/2016	11/30/2016	12/13/2016
Feb 2017	11/24/2016	12/08/2016	12/28/2016	1/10/2017
Mar 2017	12/22/2016	1/06/2017	1/25/2017	2/07/2017
Apr 2017	1/26/2017	2/10/2017	3/01/2017	3/14/2016
May 2017	2/23/2017	3/10/2017	3/29/2017	4/11/2017
June 2017	3/23/2017	4/04/2017	4/26/2017	5/09/2017
July 2017	4/20/2017	5/05/2017	5/24/2017	6/06/2017
Aug 2017	5/25/2017	6/09/2017	6/28/2017	7/11/2017
Sept 2017	6/22/2017	7/07/2017	7/26/2017	8/08/2017
Oct 2017	7/27/2017	8/11/2017	8/30/2017	9/12/2017
Nov 2017	8/24/2017	9/09/2017	9/27/2017	10/10/2017
Dec 2017	9/21/2017	10/06/2017	10/25/2017	11/07/2017
Jan 2018	10/26/2017	11/10/2017	11/29/2017	12/12/2017

^{*} Dates/Cover subject to change

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