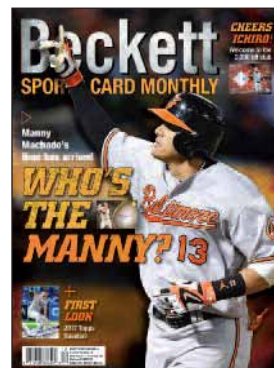
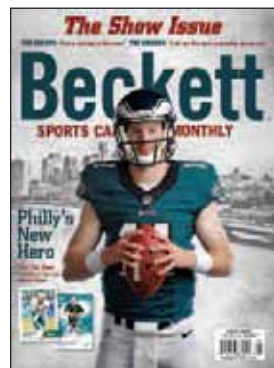


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# Beckett

## SPORTS CARD MONTHLY



The reader of our single-sport titles (Baseball, Basketball, Football & Hockey) is predominantly an adult male (late 20s to late early 50s) with a true passion for that particular sport. He has an expert-level understanding of his sports trading card market and spends anywhere between \$50 to \$150 a month on sports cards. The typical reader of *Beckett Sports Card Monthly* is more of a generalist who's not an expert in any one sport but has a passion for all sports and is curious about the collectible landscape of all sports. This product is for more of a casual collector.

## Rates and Requirements for 2017

Effective December 31, 2016

4-Color	1x	6x	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	11/10/2016	11/26/2016	12/14/2016	12/27/2016
Feb 2017	12/08/2016	12/24/2016	1/11/2017	1/24/2017
Mar 2017	1/05/2017	1/21/2017	2/08/2017	2/21/2017
Apr 2017	2/09/2017	2/25/2017	3/15/2017	3/28/2017
May 2017	3/09/2017	3/25/2017	4/12/2017	4/25/2017
June 2017	4/06/2017	4/22/2017	5/10/2017	5/23/2017
July 2017	5/11/2017	5/22/2017	6/14/2017	6/27/2017
Aug 2017	6/08/2017	6/19/2017	7/12/2017	7/25/2017
Sept 2017	7/06/2017	7/23/2017	8/09/2017	8/22/2017
Oct 2017	8/10/2017	8/21/2017	9/13/2017	9/26/2017
Nov 2017	9/07/2017	9/23/2017	10/11/2017	10/24/2017
Dec 2017	10/05/2017	10/21/2017	11/08/2017	11/21/2017
Jan 2018	11/09/2017	11/25/2017	12/13/2017	12/26/2017

\* Dates/Cover subject to change

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