

2021 MLB Fan Cost Index[®]

Sep 15, 2021

MLB Fan Cost Index[®] Up 4.5% to \$253.64; Average Ticket Climbs 2.1% to \$34.91

Concessions fuel increases as most teams hold line on tickets; D-Backs remain most affordable team, Blue Jays' nomad existence vaults them to most expensive title

Following 2020's shortened, fanless regular season, [Major League Baseball](#) teams were understandably eager to welcome fans back to the ballpark, even if it was at only 10 or 20 percent of capacity early on due to ongoing COVID-19 precautions.

Exclusive *Team Marketing Report* [Fan Cost Index[®]](#) data shows the majority of teams held ticket prices in check, as most rolled over banked ticket payments from last season to 2021.

The average 2021 MLB ticket price for general seating comes in at \$34.91, a \$.59 increase over (planned) 2020 pricing, a gain of 2.1 percent.

[Editor's Note: with the Toronto Blue Jays not playing at Rogers Centre at all in 2020, and then for only the final third of the 2021 season, 2021 FCI averages do not include Toronto's pricing. In addition, all year-over-year comparisons are calculated with Blue Jays' pricing removed from both year's FCI averages. See the complete chart below.]

Since 1991, TMR Fan Cost Index reports have calculated the cost for a family of four to attend sporting events. To produce the MLB FCI®, TMR staff annually compile FCIs for all 30 teams and their ballparks using the price of four average weighted non-premium tickets combined with the lowest-prices for four sodas, four hot dogs, two beers and two souvenirs (hats), along with a nearby parking spot.

Ticket pricing

Looking first at tickets, the 2.1 percent increase is less than half the average U.S. Consumer Price Index gain [of 4.6 percent over the last six months \(Mar-Aug 2021\)](#).

Reviewing the last 20 years of MLB FCIs (2002-21) for further perspective, 2.1 percent is the *fourth smallest* ticket price percentage increase overall.

The most common decision by teams — nine ballclubs, or 30 percent of MLB's 30 teams — held their ticket prices flat from 2020.

Seven clubs (23 percent) produced ticket price decreases, lead by the [Tampa Bay Rays](#) who fell 7 percent to \$23.21 (\$1.76 less than 2020).

And another eight teams (27 percent) were up modestly in relation to inflation with gains of 0.1 percent to 3.3 percent.

That leaves only five teams (17 percent) with significant jumps, led by the [Oakland Athletics](#) with their 18.6 percent leap in average ticket price.

It is important to note here, unlike the other 28 U.S. clubs, the A's did not offer any season tickets for 2021. With California's coronavirus troubles and stringent protocols, including pod seating through the first two-plus months, the team instead went with essentially flex vouchers that included flattened pricing across entire sections. In the past, those sections would have multiple variable pricing levels. And the A's ultra-cheap monthly ballpark pass, [the Treehouse Pass](#), which offered RingCentral Coliseum access in a left field plaza gathering space for less than \$2 per game, was not exactly social distancing-friendly and instead put on hiatus for 2021.

Eliminating their lowest price points — season and group pricing typically cuts 20-30 percent off single game or game day tickets — for seats to all 81 games, one can argue that the A's 18.6 percent increase is actually holding pricing flat for fans buying single-game tickets.

The next largest gain comes from the [New York Yankees](#), with their \$58.80 average ticket, an increase of \$6.99 per ducat, or 13.5 percent.

The [Chicago White Sox](#) and [Pittsburgh Pirates](#) were the other two clubs with double-digit increases, both at 12.6 percent. The fifth club with a notable increase was the [Cleveland Indians](#) and their milder 7 percent increase.



Teams with ticket price decreases or flat (year-over-year)

DECREASE (7):	AT\$	% chg	FLAT (9, by lowest AT\$):	AT\$	% chg
Tampa Bay Rays	\$23.21	-7.0%	Arizona Diamondbacks	\$21.38	0.0%
Colorado Rockies	\$25.58	-5.9%	Miami Marlins	\$22.57	0.0%
Seattle Mariners	\$35.22	-4.0%	New York Mets	\$27.60	0.0%
Baltimore Orioles	\$29.52	-1.6%	Milwaukee Brewers	\$30.10	0.0%
Kansas City Royals	\$31.57	-0.6%	Los Angeles Angels	\$30.92	0.0%
Detroit Tigers	\$28.26	-0.2%	Minnesota Twins	\$32.79	0.0%
Chicago Cubs	\$57.82	-0.1%	St. Louis Cardinals	\$36.40	0.0%
			Texas Rangers	\$38.04	0.0%
			Washington Nationals	\$47.46	0.0%
MODEST INCREASE (8):	AT\$	% chg	SIGNIFICANT INCREASE (5):	AT\$	% chg
Houston Astros	\$57.41	3.3%	Oakland Athletics (N)	\$28.22	18.6%
San Francisco Giants	\$38.57	3.3%	New York Yankees	\$58.80	13.5%
Atlanta Braves	\$31.78	3.2%	Chicago White Sox	\$31.39	12.6%
Boston Red Sox	\$61.71	2.7%	Pittsburgh Pirates	\$23.37	12.6%
Los Angeles Dodgers	\$46.85	1.5%	Cleveland Indians	\$33.33	7.0%
Cincinnati Reds	\$24.30	0.6%			
Philadelphia Phillies	\$36.06	0.1%	<i>N = No season tickets in 2021</i>		
San Diego Padres	\$22.14	0.1%			



Now, this does not mean that fans of the A's, Yanks, White Sox, Bucs or Tribe can't get good deals. Each club continues to market multiple affordable, fan-centric deals.

For example, the A's have [a \\$120 Family Pass good for four tickets that includes parking](#) (more on A's parking below) — and before dismissing that as something only for random Tuesday afternoons, the Family Pass is for Friday games, including those against key rivals. There is the [Steal the Deal promotion](#) that highlights deals offering “over 50% off.” And a nice move came out of the All Star break when, in celebration of **Matt Olson's** Home Run Derby performance, the team offered \$23 off (\$1 for every homer he hit) their \$45 Field Level seats, a 51 percent savings.

Even in New York's Bronx, fans can find \$10 grandstand tickets to every game. (Those with [Mastercard](#) bank cards can occasionally even get in for half that at the half-dozen or so Mastercard \$5 Games.) This summer for families, **Yankee Stadium** [debuted the “Summer Grand Slam,”](#) where for most home games other than the final series, fans can land four main level tickets, four hot dogs and four drinks for \$99. Folks capitalizing on that offer, adding in parking, souvenirs and beers would see an FCI of \$179.88 compared to \$340.08 in the MLB FCI.

Pandemic perspective

From the moment teams announced their ballparks were opening back up, fans have expressed a huge range in their comfort level in coming back to venues. Numerous teams we spoke with talked about working to remove any barriers that might effect fans' decision making. That included enhanced cleaning procedures, all ballparks offering touchless transactions and, in many places, aggressive ticket pricing.

“Our main goal is to get fans back to the ballpark this year and not have price be a factor in that decision,” explained **Joe Strohm**, VP, Ticket Sales, [St. Louis Cardinals](#). “To that end, we expanded several of our existing offers with some really great success this season.”

An example of the Cardinals exhibiting pricing flexibility with the focus on simply getting fans back in person, [was their \\$5.55 offer for Albert Pujols' return to St. Louis](#). Sponsored by *St Louis Post-Dispatch*, tickets sold out quickly, with the Labor Day (September 6) allotment sold out in less than two hours.

Loaded value cards gaining popularity across single-games

One trend to entice fans is the growth of pre-loaded debit cards as part of the sales pitch.

In fact, a multitude of teams are offering essentially free tickets with the full value of the ticket returned to the buyer via loaded-value debit cards.

[Take the St. Louis Cardinals On the Run-sponsored \\$6 tickets](#), good for any Monday-Thursday home games in July, August and September, that included \$6 “Cards Cash” with each ticket. Available for sale over two days in early July, the team sold more than 48,000 of these “net zero” tickets.

Non-ticket costs, especially beers, drive FCI gain

Stepping back to look at the MLB Fan Cost Index as a whole — adding beer, soft drink, hot dog, souvenir hat and parking prices to tickets — the FCI increased \$9.75 for a family of four to \$253.64, a 4.5 percent gain over 2020.

Not terrible as that's right in line with CPI/inflation, but unlike ticket prices which produced the *fourth smallest* increase over the past 20 years, that 4.5 percent FCI increase is the *fourth largest* percentage FCI gain of the last 20 years.

So, which of these other elements are driving the rise in FCI? Beer and souvenirs.

Again comparing the last 20 years for context, here is where 2021 percentage gains land for each FCI element (plus beverage cost per ounce), in order of largest gains first:



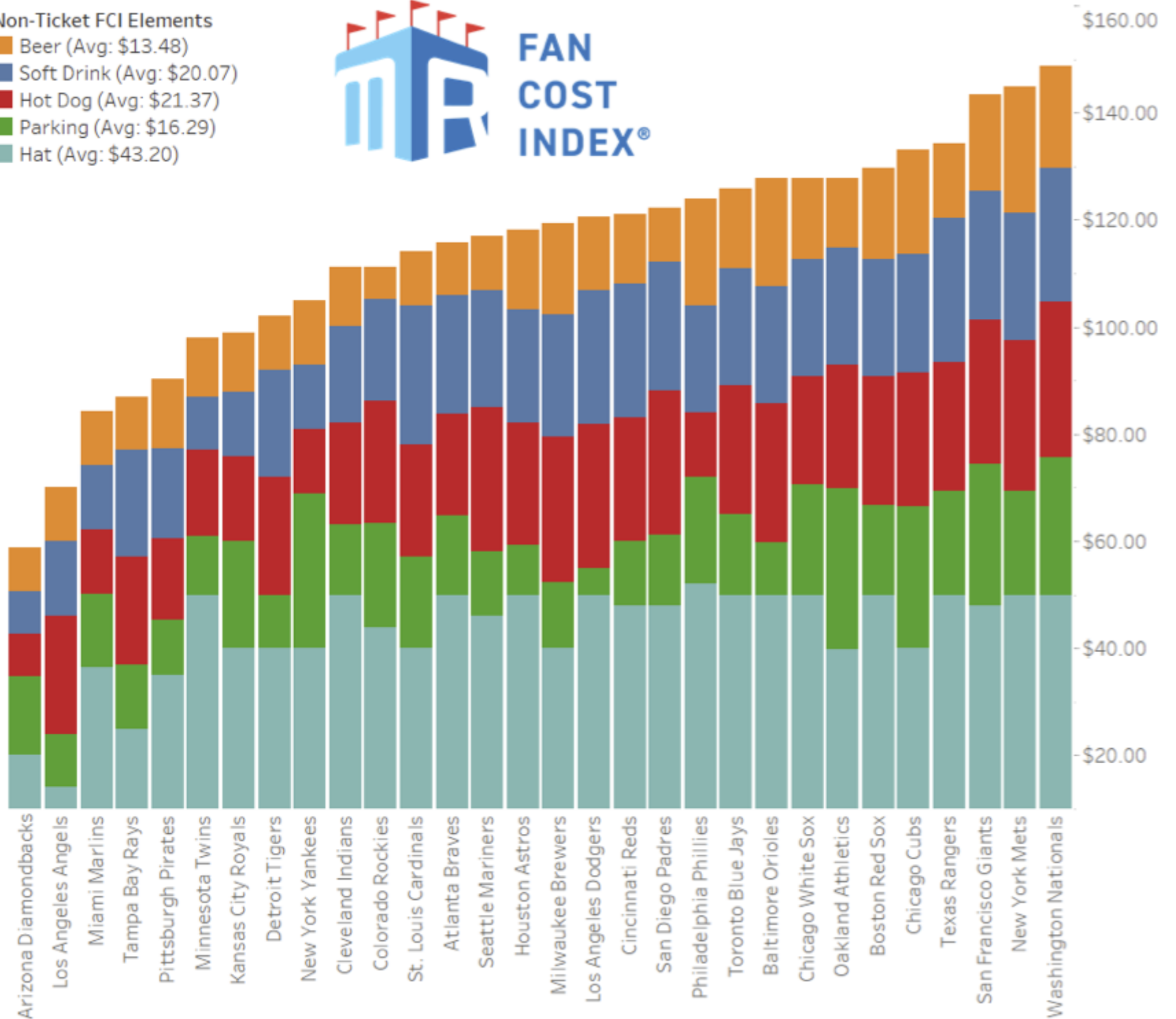
The A's “Steal the Deal” promotion directs fans to ongoing hefty ticket discounts.

The Cardinals, who have multiple \$5 offerings each summer, offered \$5.55 tickets for the rare return of fan favorite Albert Pujols with the Dodgers.

- Non-Ticket FCI Elements**
- Beer (Avg: \$13.48)
 - Soft Drink (Avg: \$20.07)
 - Hot Dog (Avg: \$21.37)
 - Parking (Avg: \$16.29)
 - Hat (Avg: \$43.20)



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A breakdown of all the non-ticket FCI elements by team.

- Beer (\$6.72 v \$6.16, up 9.1%) — largest percentage gain of last 20 years
- Beer per ounce (\$.48 v \$.45, +6.9%) — 2nd
- Hat (\$21.48 v \$19.38, +10.8%) — 2nd
- Parking (\$16.33 v \$15.26, +7.1%) — 2nd
- Soft drink per ounce (\$.264 v \$.278, +2.9%) — 6th
- Hot dog (\$5.32 v \$5.10, +4.3%) — 7th
- Soft drink (\$5.00 v \$4.78, +4.5%) — 9th

Culprit? Coronavirus cuts

Even with MLB At Bat app-based and other touchless transactions, venues were faced with a combination of less fans allowed in the gates (especially early on as only Texas teams were at full capacity to start the season), together with a staffing labor shortage. In response, ballparks and concessionaires reduced size options. That meant smaller — and cheaper — drinks were eliminated in favor of larger sizes to reduce trips.

The fans hit hardest? [Baltimore Orioles](#) fans. The Orioles FCI rose 29.4 percent in spite of a decrease in their average ticket price (down 1.6% or \$.48).

Since 2013, the O's have sold MLB's least expensive soft drink (12 oz.) and hot dog, both for \$1.50. In 2018, the team added a \$4.00 12 oz. beer option, further enhancing their fan friendly pricing. However, by streamlining for 2021, the least expensive beer at **Camden Yards** leapt to \$10 (increased to 22 oz.). The least expensive soda jumped to \$5.50 (also 22 oz.), and a dog became \$6.50. Those changes alone add \$48 to the team's FCI this year.

The Orioles [do continue to promote their "Kids Cheer Free" tickets](#), where for every regularly-priced individual game upper deck ticket purchased, adults can add up to two additional free upper deck tickets for children age nine and under. And ["Birdland" members, a.k.a. season ticket holders](#), receive 25-30 percent off all concessions and merchandise, depending on money spent, helping mitigate the increase.

The next largest FCI bump came from the White Sox, up 14.4 percent to \$253.25, an increase of \$31.79. The A's ticket jump resulted in an FCI gain of 13.0 percent (\$240.78; +\$27.72). Rounding out the five largest increases are the Yankees, up 8.9 percent (\$340.08; +\$27.76), and the [Washington Nationals](#), up 7.5 percent (\$23.52).

Diamondbacks maintain stranglehold on best deal

The “FCI Affordable Five” for 2021 are led once again by the [Arizona Diamondbacks](#) with their FCI of \$144.25 (down 0.2%; -\$0.25). The D-Backs have held the crown now for the past 13 seasons.

Next — \$30 back — are the [Miami Marlins](#) (\$174.54; -0.7%; -\$1.22) followed next by the Rays (\$179.86; +5.9%; +\$9.98), Pirates (\$183.86; +4.1%; +\$7.18) and, thanks to dropping their cheapest hat price *another \$3 to just \$6.99*, the [Los Angeles Angels](#) (\$193.66; -2.0%; -\$4.00).

A look at a unique circumstance: The Dunedin/Buffalo/Toronto Blue Jays

In 2021, due to COVID-19 precautions, Toronto remained in Florida when Spring Training broke and played 22 “home” games at TD Ballpark in Dunedin, Fla. (non-pandemic capacity: 6,500 fixed seats), then hosted 23 games at their 2020 home, Sahlen Field in Buffalo, N.Y. (non-pandemic AAA capacity: 16,600). Finally, on Jul 30, 2021, the team returned to play their remaining 36 games at Rogers Centre (non-pandemic capacity: 50,516), starting at 30 percent of capacity. The Jays went a staggering 670 days between home games.

With the border not re-opening until July and the decision to return to Rogers Centre not coming until late July, eliminating season tickets, we use pricing from Sahlen Field games for the Blue Jays’ 2021 FCI.

And what do you get from limited supply when an MLB team a) plays in a AAA ballpark with 33 percent of their home park’s capacity, b) coronavirus restrictions further reducing capacity by another one-third, along with c) a limited window for fans to see big leaguers in their back yard in a metro area without a team? Pricey tickets.

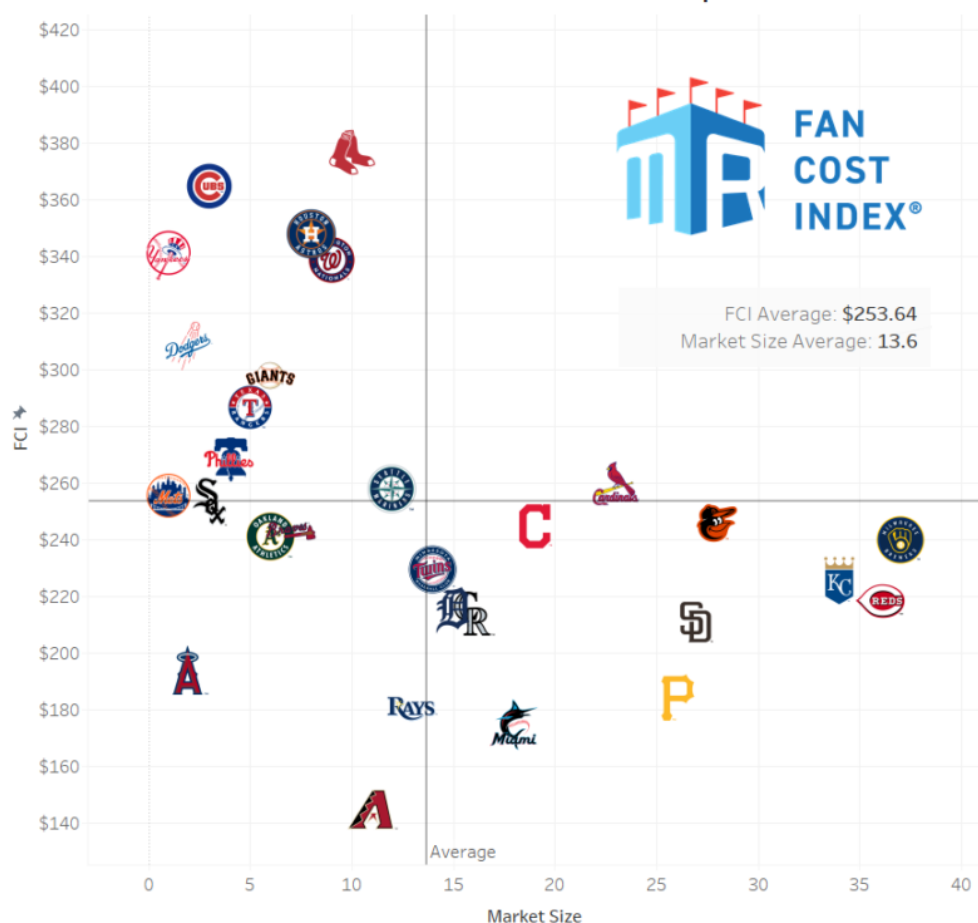
As the only team not playing in their home park, the 2020-21 year-over-year percent changes for Blue Jays’ ticket pricing and FCI are an outlier and are listed as Not Applicable. Because everyone will run the numbers anyway, we ran the — apples-to-oranges — 2020-21 comparison and generate a 179.9% average ticket price jump (US\$29.99 to US\$83.83) and a 111.1% FCI surge (US\$218.71 to US\$461.70).

Good news for Jays’ fans is, we’ve already taken a look at initial 2022 pricing, and these are far from final, but we see a typical increase of 3 to 3.5 percent for tickets compared to planned 2020 prices. Essentially the team should fall back into middle-of-the-road pricing next season.

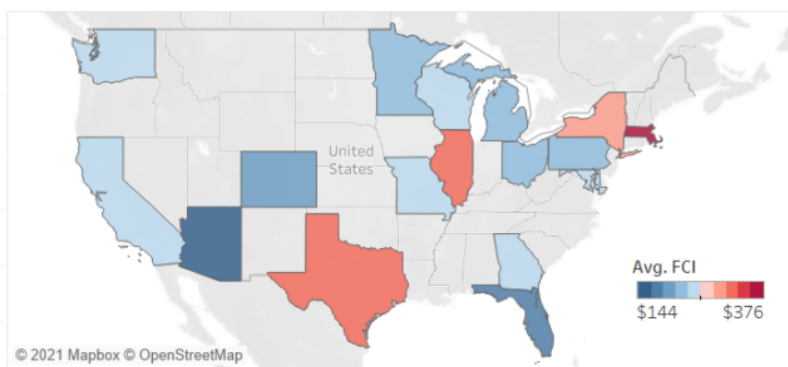
Wrap Up

And finally, we wanted to take a look at how a team’s ticket price stacks up with their market size. Are the largest cities, which typically have the highest cost of living indices, such as New York, L.A., Chicago, Philadelphia, the Bay Area and Boston, generating the largest Fan Cost Index numbers?

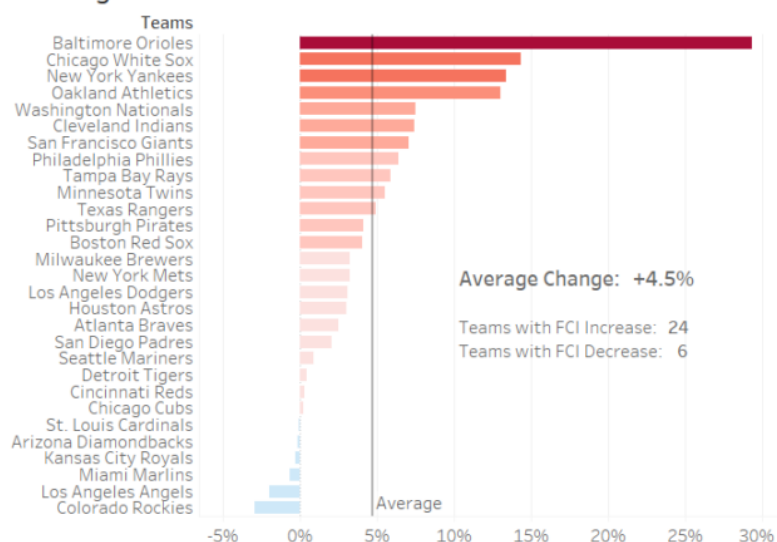
2021 MLB Fan Cost Index® Market Rank Snapshot



FCI Geographic Heat Map



FCI Change 2020 to 2021



The Snapshot (left) maps teams’ Fan Cost Index by market size. The Heat Map (upper right) averages all of a state’s teams’ FCIs with the redder the state, the higher the FCI. The FCI Change bar graph (lower right) ranks teams by their year-over-year FCI percentage change.

The answer is pretty clearly yes as our 2021 MLB Fan Cost Index Market Rank Snapshot shows above.

The horizontal line marks the average FCI of \$253.64. The higher on the chart, the higher the FCI. (Again, Toronto’s anomaly season is not included.)

The vertical line indicates the average market size of MLB's 30 teams: 13.4. The further left, the larger the market size.

In simplest terms, the upper left quadrant is where the money is made. That's the priciest large market teams.

The Cardinals, and then just barely with their FCI just a smidge over the average at \$259.65, are the only team in the lower half of market size with above average FCI costs. No "small market" teams are aggressively pricing their ballpark experience.

Fans of teams in the lower left quadrant, especially the Angels, D-Backs and Rays, can take solace in being the best values. Despite being in larger than average size markets which are typically costlier, their FCIs are well below average.

It also shows a pretty decent discrepancy in two team markets with the [Mets](#), White Sox, A's and aforementioned Angels providing much more for the dollar than their counterparts.

What's next?

Looking ahead to next season, we expect the see-saw to continue a bit. As the economy comes back, we're likely to see a fairly significant ticket gain. And tempering that, concession items will be closer to flat next time as more options return.



For TMR's archive of all MLB Fan Cost Index® reports back to 1991, or to view FCI archives, including MLS, NBA, NFL and NHL reports, simply [jump to our Fan Cost Index® home page](#).

Need further assistance? Contact editorial@teammktg.com.

Header photo: TMR Graphic

2021 Specific Notes:

1. Oakland and Toronto did not sell any full season ticket packages for 2021.
2. In 2021, due to COVID-19 precautions, Toronto played 21 games at TD Ballpark in Dunedin, Fla. (non-pandemic capacity: 6,500 fixed seats), then played 23 games at Sahlen Field in Buffalo, N.Y. (non-pandemic AAA capacity: 16,600). On Jul 30, 2021, the team returned to play 35 games at Rogers Centre (non-pandemic capacity: 50,516). (Total does not equal 81 due to rainouts.) The pricing used for their 2021 FCI is from Sahlen Field games.
3. Toronto's ticket and game costs from Rogers Centre are converted to US Dollars using Bank of Canada monthly average exchange rates for the first three months of each year. NOTE: For non-pandemic year-over-year percentage changes, we compare CAD prices, NOT the converted USD prices listed in the FCI. For 2021, all FCIs use \$1.2666 USD to CAD, a decrease of 3.8% from \$1.3169 for 2020.

Research Notes:

The Team Marketing Report Fan Cost Index® is comprised of the prices of four average-price tickets, parking for one car and the least expensive ballpark-available pricing for: two draft beers, four soft drinks, four hot dogs and two (adult-size) adjustable caps. Costs are determined through calls, emails and online research with teams, venues, concessionaires and season ticket holders. Identical questions are asked of all sources.

Average Ticket price (AT\$) represents a weighted average of season ticket prices for general seating categories. This is determined by factoring the full season ticket cost for each category as a percentage of the total number of seats in each venue. This takes into account variable pricing. Premium seating (tickets that come with at least one added amenity or classified by team as premium) are not included in the average ticket price. **Average Premium Ticket (AP\$)** prices are listed separately. Luxury suites are excluded. Season ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season seats. When a seat category is not offered as a season ticket, we use the weighted average price sold by the team. Teams have a say in what seats are considered general or premium. "Oz" denotes size of the lowest-priced **Beer** or **Soft Drink (Soft)** in ounces and "\$/Oz" is the beverage's price per ounce. **AT\$ %** and **FCI %** reflect year-over-year changes to AT\$ and FCI.

TMR reserves the right to update FCI numbers when additional information is presented and verified. During research for the 2021 MLB FCI, four teams provided 2020 pricing updates while a formula error was discovered for a fifth team.

The adjusted 2020 MLB AT\$ becomes \$34.05 (+\$.01) while the adjusted 2020 FCI is \$242.07 (+\$.05). The five team updates to original 2020 FCI:

1. Boston FCI +\$4.37 (soft drinks and hot dogs were each listed \$.25 low, parking was \$2.37 low)
2. Chicago Cubs FCI -\$3.00 (cheapest beer was \$.50 high, while soft drink and hot dog were \$.25 high)
3. Chicago White Sox FCI -\$.84 due to AT\$ listed \$.21 high
4. Cincinnati FCI -\$2.00 (beer was \$.50 high, soft drinks \$.25 high)
5. St. Louis FCI +\$2.92, as AT\$ should have been \$.73 higher

key

AT\$ = Avg. weighted general ticket

AT\$ % = General ticket change year-over-year

AP\$ = Avg. weighted premium ticket

Beer = Least expensive, reg. priced beer (at multiple POS)

Oz. = Beer size in ounces

B\$/Oz. = Beer price per ounce

Soft = Least expensive, reg. priced soft drink (adult size, at multiple POS)

Oz. = Soft drink size in ounces

S\$/Oz. = Soft drink price per ounce

Dog = Least expensive hot dog (adult size, at multiple POS)

Park = Avg. of lowest priced car parking spots

Hat = Least expensive team hat (adjustable, adult size)

FCI = Fan Cost Index

FCI % = FCI change year-over-year

Team	AT\$	AT\$ %	AP\$	Beer	Oz.	B\$/Oz.	Soft	Oz.	S\$/Oz.	Dog	Park	Hat	FCI	FCI %
Toronto Blue Jays	83.93	N/A	175.00	7.50	12	0.63	5.50	20	0.28	6.00	15.00	24.99	461.70	N/A
Boston Red Sox	61.71	2.7	196.15	8.50	12	0.71	5.50	22	0.25	6.00	16.65	25.00	376.49	4.0
Chicago Cubs	57.82	-0.1	255.89	9.75	16	0.61	5.50	20	0.28	6.25	26.60	20.00	364.38	0.2
Houston Astros	57.41	3.3	158.34	7.50	14	0.54	5.25	21	0.25	5.75	9.20	24.99	347.82	3.0
New York Yankees	58.80	13.5	371.68	6.00	12	0.50	3.00	12	0.25	3.00	28.90	19.99	340.08	8.9
Washington Nationals	47.46	0.0	246.90	9.50	16	0.59	6.25	22	0.28	7.25	25.71	24.99	338.53	7.5
Los Angeles Dodgers	46.85	1.5	185.11	6.75	16	0.42	6.25	20	0.31	6.75	5.00	24.99	307.88	3.1
San Francisco Giants	38.57	3.3	115.48	9.00	14	0.64	6.00	16	0.38	6.75	26.40	23.99	297.66	7.0
Texas Rangers	38.04	0.0	198.19	7.00	16	0.44	6.75	22	0.31	6.00	19.38	24.99	286.52	4.9
Philadelphia Phillies	36.06	0.1	92.88	10.00	16	0.63	5.00	20	0.25	3.00	20.00	26.00	268.24	6.4
St. Louis Cardinals	36.40	0.0	90.09	5.00	12	0.42	6.50	21	0.31	5.25	17.05	20.00	259.65	-0.1
Seattle Mariners	35.22	-4.0	139.10	5.00	12	0.42	5.50	16	0.34	6.75	11.99	22.99	257.85	0.9
New York Mets	27.60	0.0	91.43	11.75	20	0.59	6.00	20	0.30	7.00	19.40	24.99	255.28	3.2
Chicago White Sox	31.39	12.6	107.88	7.50	16	0.47	5.50	24	0.23	5.00	20.71	24.99	253.25	14.4
Baltimore Orioles	29.52	-1.6	51.87	10.00	16	0.63	5.50	22	0.25	6.50	9.69	25.00	245.77	29.4
Cleveland Indians	33.33	7.0	77.00	5.50	12	0.46	4.50	12	0.38	4.75	13.20	24.99	244.50	7.4
Atlanta Braves	31.78	3.2	186.25	5.00	12	0.42	5.50	22	0.25	4.75	14.86	24.99	242.96	2.5
Oakland Athletics	28.22	18.6	63.63	6.50	12	0.54	5.50	16	0.34	5.75	30.00	19.95	240.78	13.0
Milwaukee Brewers	30.10	0.0	54.04	8.50	16	0.53	5.75	20	0.29	6.75	12.36	20.00	239.76	3.2
Minnesota Twins	32.79	0.0	75.80	5.50	12	0.46	2.50	16	0.16	4.00	11.00	24.99	229.14	5.5
Kansas City Royals	31.57	-0.6	136.15	5.50	12	0.46	3.00	16	0.19	4.00	20.00	19.99	225.26	-0.3
Cincinnati Reds	24.30	0.6	84.34	6.50	14	0.46	6.25	24	0.26	5.75	12.00	24.00	218.20	0.3
Detroit Tigers	28.26	-0.2	80.98	5.00	12	0.42	5.00	16	0.31	5.50	10.00	20.00	215.04	0.4
Colorado Rockies	25.58	-5.9	55.07	3.00	12	0.25	4.75	26	0.18	5.75	19.33	21.99	213.63	-3.0
San Diego Padres	22.14	0.1	95.45	5.00	12	0.42	6.00	20	0.30	6.75	13.20	23.99	210.74	2.0
Los Angeles Angels	30.92	0.0	162.44	5.00	12	0.42	3.50	16	0.22	5.50	10.00	6.99	193.66	-2.0
Pittsburgh Pirates	23.37	12.6	71.34	6.50	16	0.41	4.25	16	0.27	3.75	10.40	17.49	183.86	4.1
Tampa Bay Rays	23.21	-7.0	100.63	5.00	12	0.42	5.00	22	0.23	5.00	12.02	12.50	179.86	5.9
Miami Marlins	22.57	0.0	178.36	5.00	12	0.42	3.00	24	0.13	3.00	13.88	18.19	174.54	-0.7
Arizona Diamondbacks	21.38	0.0	61.24	4.00	14	0.29	2.00	12	0.17	2.00	14.75	9.99	144.25	-0.2
Average	34.91	2.1	130.47	6.72	13.8	0.48	5.00	19.2	0.26	5.32	16.33	21.48	253.64	4.5



Chris Hartweg

Chris brings deep sports business experience to his role as publisher of TMR. He first put his sales, experiential marketing, PR, sales and valuation skills to work in sporting goods retail in 1986. He has since worked for brands and agencies across all major league sports, plus golf, college athletics, marathons and motorsports. Chris is also the proud founder of Painless Networking.

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