



**HOBBY  
2017**

# THE WALKING DEAD

**amc**

**SEASON 7  
TRADING CARDS**

**FEATURING THE ENTIRE  
7<sup>TH</sup> SEASON IN ONE CARD SERIES**

**NEW CHARACTERS AND INSERTS**

**NEW AUTOGRAPH SIGNERS AND COSTUME PIECES**



Autograph Card - Blood Parallel



Base Card

**TWO HITS PER HOBBY BOX!  
ONE GUARANTEED  
AUTOGRAPH PER BOX!**

**IN STORES SEPTEMBER 2017**





HOBBY  
2017

# THE WALKING DEAD

amc

SEASON 7  
TRADING CARDS

## ***THE WALKING DEAD***

**SEVEN SEASONS AND STILL DOMINATING  
THE AIRWAVES AND STILL GOING STRONG!**

- Season 7A was the #1 rated program for adults ages 18-49!
- TWD was the #3 rated program amongst all viewers!
- Reaching over 17MM viewers!

### **SOCIAL MEDIA**

- 6MM+ Instagram followers
- 5MM+ Twitter followers
- 36M+ Facebook followers

*The Walking Dead* is the #1 TV series on Twitter for 2 years in a row!  
The Season 6 mid-season finale overall Twitter conversation reached an estimated 5 billion impressions!





2017

# THE **amc** **WALKING DEAD**

SEASON 7 TRADING CARDS

**BASE CARDS**

100 BASE CARDS TELL THE ENTIRE STORY OF SEASON 7



Base Card



Base Card - Blood Parallel

## 6 Parallels to Chase:

- Rust: 1 per pack
- Mud: #’d to 50
- Mold: #’d to 25
- Sepia: #’d to 10
- Blood: #’d 1 of 1
- Printing Plates: #’d 1 of 1





2017

# THE amc WALKING DEAD®

SEASON 7 TRADING CARDS

**INSERT CARDS**

**4 INSERTS TO CHASE**

- Character Cards
- Walkers
- Chop
- Rivalries – **NEW!**

**6 Parallels to Chase:**

- Rust: #’d to 99
- Mud: #’d to 50
- Mold: #’d to 25
- Sepia: #’d to 10
- Blood: #’d 1 of 1
- Printing Plates: #’d 1 of 1



Walkers Card





2017

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SEASON 7 TRADING CARDS

**AUTOGRAPH  
CARDS**

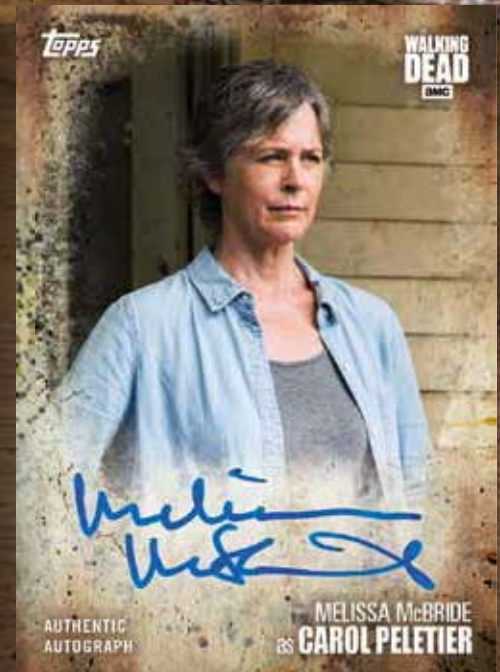
## Autograph Cards

### 5 Parallels to Chase:

- Rust: #’d to 99
- Mud: #’d to 50
- Mold: #’d to 25
- Sepia: #’d to 10
- Blood: #’d 1 of 1



Autograph Card - Blood Parallel



Autograph Card



Dual Autograph Card

- Dual Autographs & Triple Autographs to chase. With Blood Parallel #’d 1 of 1.





2017

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## SEASON 7 TRADING CARDS

### SKETCH CARDS & RELIC CARDS

- Sketch Cards featuring Season 7 characters



Sketch Cards

- Costume Relic Cards with Parallels, featuring costumes from the show

### 5 Parallels to Chase:

- Rust: #’d to 99
- Mud: #’d to 50
- Mold: #’d to 25
- Sepia: #’d to 10
- Blood: #’d 1 of 1

- Autographed Relic Cards #’d to 10  
Blood Parallel #’d 1 of 1
- Dual Relic Cards #’d to 15  
Blood Parallel #’d 1 of 1





HOBBY  
2017

# THE WALKING DEAD

amc

SEASON 7  
TRADING CARDS

100 BASE CARDS & 4 INSERTS TO COLLECT !



LOOK FOR TOPPS® THE WALKING DEAD SEASON 7  
IN STORES SEPTEMBER 2017!

TWO HITS PER HOBBY BOX!

ONE GUARANTEED  
AUTOGRAPH PER BOX!

Solicitation subject to change Final odds/actors subject to actual production runs.

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