



HOBBY  
2017

# THE WALKING DEAD

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

**amc** SEASON 6  
TRADING CARDS

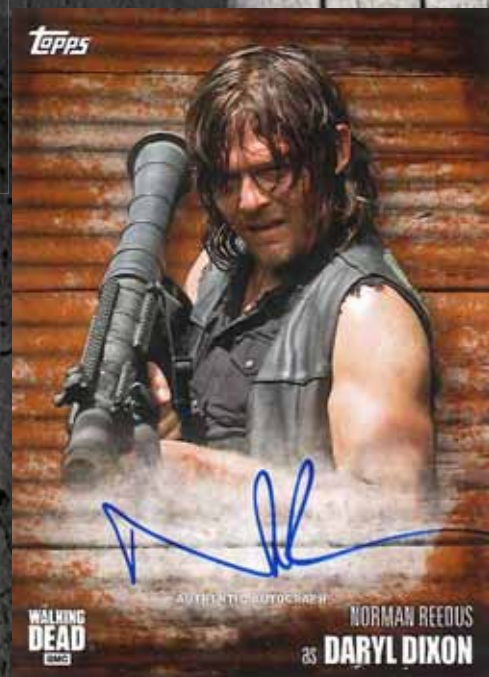
IN STORES JUNE 2017

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

**NEW CHARACTERS AND INSERTS!  
NEW AUTOGRAPH SIGNERS!**



Base Card



Autograph Card - Rust Parallel



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# THE WALKING DEAD



## ***THE WALKING DEAD***

**FOUR YEARS AS #1  
AND STILL GOING STRONG!**

- 2015 marks the 4<sup>th</sup> consecutive year as the #1 TV Show!
  - Also 4 Years for ages 18-34
  - 2 Years in a row among ages 25-54

Source: Nielsen. 15/16 t-d, Prime Programs (M-Su 8p-11p), excl sports, specials and repeats.

**SOCIAL MEDIA**

- 3.6M+ Instagram followers
- 3.98M+ Twitter followers
- 33.5M+ 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 6 TRADING CARDS

### BASE CARDS

**100 BASE CARDS TELL THE ENTIRE STORY OF SEASON 6**



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 6 TRADING CARDS

### INSERT CARDS

**3 INSERTS TO CHASE**

6 Parallels to Chase: **NEW!**

Character Cards  
Walkers  
Chop – **NEW!**

- 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



Chop Card



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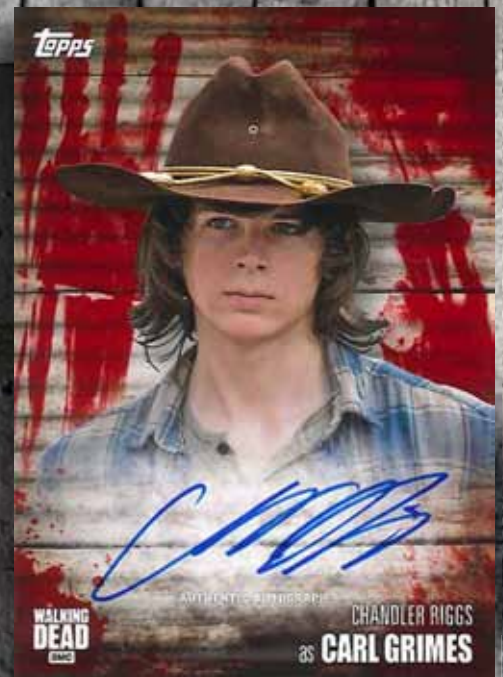
## SEASON 6 TRADING CARDS

### AUTOGRAPH CARDS

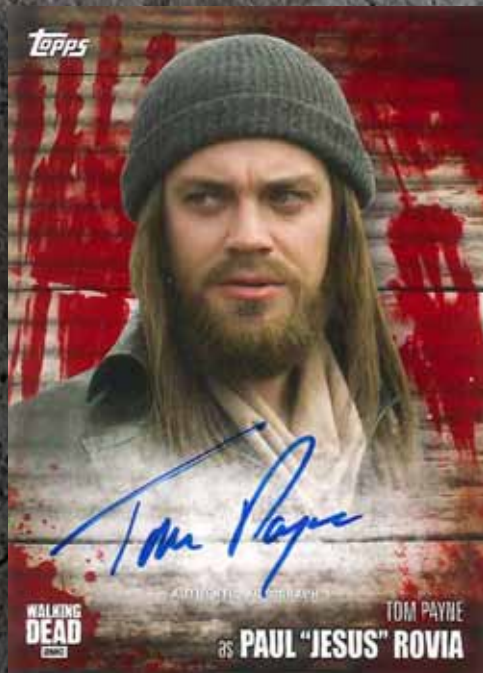
5 Parallels to Chase:

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

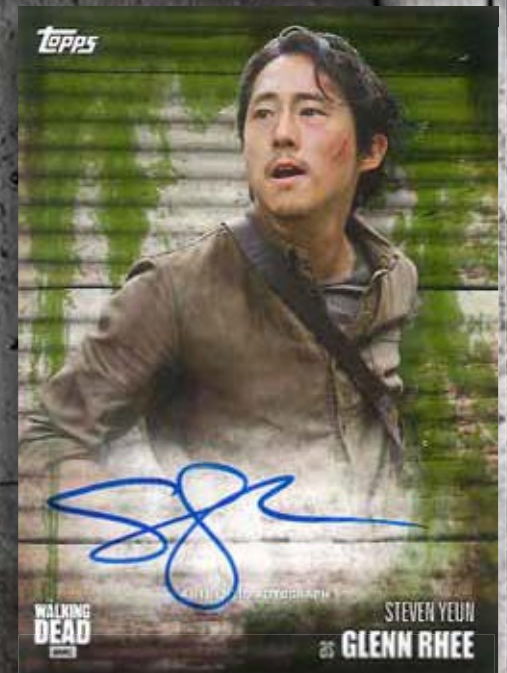
Autograph Card – Blood Parallel



Autograph Card – Mold Parallel



Autograph Card – Blood Parallel



Autograph Card – Mold Parallel



2017

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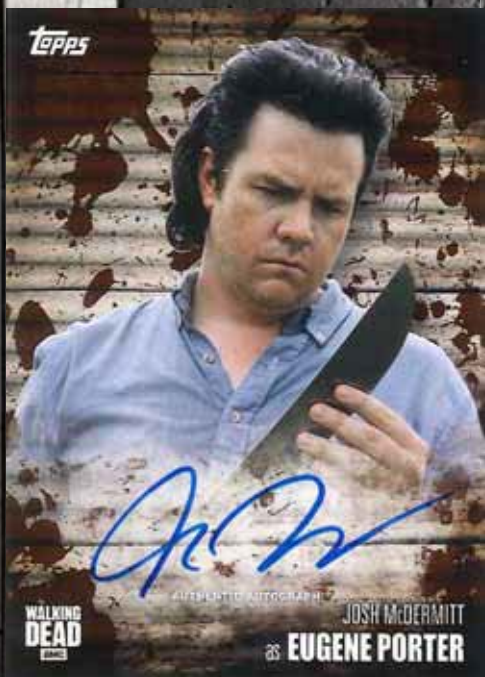
## SEASON 6 TRADING CARDS

### AUTOGRAPH CARDS

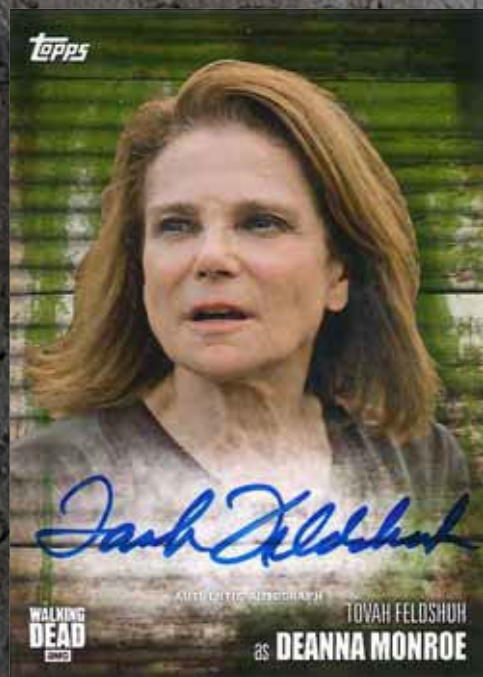
Confirmed Signers Include:

- Jeffrey Dean Morgan
- Norman Reedus
- Danai Gurira
- Steven Yeun
- Michael Cudlitz
- Chandler Riggs
- Tom Payne
- Melissa McBride
- Sonequa Martin-Green
- Christian Serratos
- Josh McDermitt
- Tovah Feldshuh
- Alexandra Breckenridge
- Benedict Samuel
- Michael Traynor
- Major Dodson

Autograph Card – Sepia Parallel



Autograph Card – Mud Parallel



Autograph Card – Mold Parallel



Autograph Card – Mud Parallel



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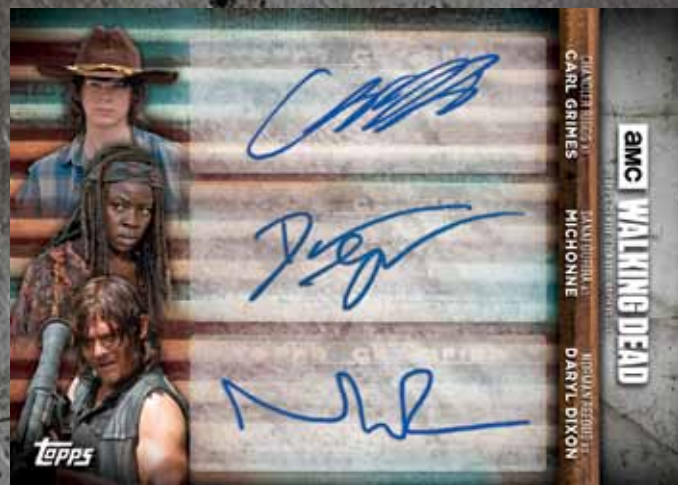
## SEASON 6 TRADING CARDS

### MULTI-AUTOGRAPHS, SKETCH CARDS & RELICS

- Dual Autographs & Triple Autographs to chase.  
With **NEW!** Blood Parallels #’d 1 of 1
- Sketch Cards featuring Season 6 characters
- Relic Cards with Parallels, featuring costumes from the show
- Autographed Relic Cards – **NEW!**



Dual Autograph Card



Triple Autograph Card



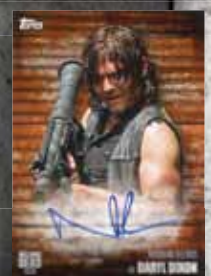
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## SEASON 6 TRADING CARDS

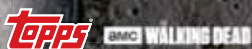
**100 BASE CARDS & 4 INSERTS  
TO COLLECT!**

**Two Hits Per Hobby Box  
One Guaranteed Autograph Per Box**



**LOOK FOR TOPPS® THE WALKING DEAD SEASON 6  
IN STORES JUNE 2017!**

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



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