

# 2018 NFL STICKER COLLECTION



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## RETAIL CONFIGURATION

- **5 STICKERS** PER PACKET
- **50 PACKETS** PER BOX
- **250 STICKERS** PER BOX

## SELLING POINTS

- Ship/Release Date of July 11, 2018 (Will be available right around the opening of NFL training camps)
- Technical specifications unchanged from last season's edition:  
Album dimensions of 232 x 266.5 mm, 72 color pages, sticker dimensions of 49 x 69 mm.
- The official and exclusive sticker collection of the NFL! The collection comprises approximately 500 stickers, including more than 100 special foil stickers!
- Each of the NFL's 32 teams will be featured on its own spread of two color pages, where collectors can place the stickers of the team's main players.
- Pages and stickers dedicated to the 2017 NFL Playoffs and Super Bowl LII
- One page highlighting the most collectible players selected at the 2018 NFL Draft, as well as a page that showcases the Pro Football Hall of Fame's Class of 2018