

RF

September 2, 1971

Mr. Charles O. Finley, Jr.  
Oakland-Athletics  
Oakland-Alameda County Coliseum  
Oakland, California 94621

Dear Charlie:

I don't think that there is any doubt in anyone's mind that you will win the race in your division — that you will meet Baltimore in the playoffs.

Unfortunately, I will be out of the country from the 10th of September until the 5th of October so I won't be able to enjoy the playoffs except by shortwave radio.

Since I won't be here when the playoffs are decided, and since we are plagued by deadline, I am writing to you today about our World Series Issue which will be dated October 16 and which has an advertising deadline of September 29.

As you know, the American and National League pennant winners have always used full page institutional ads in our World Series Issue and if fate smiles on the Athletics I'm hopeful that we can count on you to keep up this long-standing tradition.

For your information I have attached a tearsheet of the ad that we carried last year for the Orioles and for the Reds in our World Series Issue. The rate for a black and white page in The Sporting News is \$1,050 and if you want to use four colors there would be an additional charge for the colors of \$875.00.

As mentioned above, the deadline for our World Series Issue is September 29. May we plan on carrying an ad for the Athletics if all goes well in the playoffs? If so, please send layout, copy and other material to me personally as soon as possible so we can have everything ready to go.

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We print our offset so if you are having an ad prepared for one of your local papers or for your program all we would need is the negative of that ad.

Complete information on the mechanical specifications are enclosed. Obviously, if the Athletics are not fortunate enough to win the pennant, your advertisement will not appear.

May we work with you?

Sincerely,

C. C. Johnson Spink

CCJS:jak

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