



TO: Second Wind Members  
FROM: Laurie Mikes  
RE: New Program from TNS and Second Wind

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This letter invites you to take maximum advantage of your Second Wind membership in 2010 with a newly created cost-savings program from Second Wind and TNS Media Intelligence.

TNS Media Intelligence provides a wide range of competitive intelligence including competitive media spend data, media occurrence data and sample advertising creative for 210 DMAs and 1,000's of companies/brands nationwide. TNS is considered the industry standard, leading provider of competitive advertising intelligence. To read more about TNS, please visit [www.tns-mi.com](http://www.tns-mi.com).

**How can your agency benefit?** Now, through this new program, your agency can access selected TNS data for deeply discounted rates. This program is only available to Second Wind members and our group's combined buying power has allowed us to secure these amazing discounts. If you subscribed to TNS directly, it could cost your agency in excess of \$50,000 per year!

Use TNS data for a new business pitch, market planning or a competitive review for an existing client. Second Wind will help you determine your needs, run the reports and deliver directly to your agency via email. The typical report turnaround is 1-2 business days.

**What's included in the Second Wind program?** Second Wind members will have access to media spend data, full occurrence data, and advertising creative for all 210 DMAs. Media coverage includes a five year historical database and includes the vehicles listed below.

Network TV	Network Radio	Local Magazines
Cable TV	National Spot Radio	B-to-B Magazines
Syndication	Local Spot Radio	National Newspapers
Spot TV	Local Radio Detail	Local Newspapers
Spanish Language TV	National Consumer Magazines	Spanish Language Newspapers
Internet	National Sunday Magazines	Spanish Language Magazines

Also included is access to sample ads for TV, Magazines and the Internet. Contact [laurie@secondwindonline.com](mailto:laurie@secondwindonline.com) if you're interested in viewing sample reports.





## Second Wind/TNS Research Program 2010

If you are interested in participating in this exciting program, please complete the following form and fax to 610-374-9238. Or, if you have any questions about the program please call 610-374-9093 and ask for Laurie Mikes.

**YES, our agency would like to participate in the Second Wind/TNS Research Program 2010 at the following level. Please contact me to discuss our activation.**

- Level 1** **\$800 per year**
- Up to 6 custom media spend reports per year
  - Each report may include up to 5 competitors
  - Reports will include available media spend data for the most recent 24 month period
  - Available creative samples for TV, Magazine, and the Internet.
  - Reports must be completed before January 31, 2011
- Level 2** **\$1,400 per year**
- Up to 12 custom media spend reports per year
  - Each report may include up to 5 competitors
  - Reports will include available media spend data for the most recent 24 month period
  - Available creative samples for TV, Magazine, and the Internet.
  - Reports must be completed before January 31, 2011
- Level 3** **\$2,400 per year**
- Up to 24 custom media spend reports per year
  - Each report may include up to 5 competitors
  - Reports will include available media spend data for the most recent 24 month period
  - Available creative samples for TV, Magazine, and the Internet.
  - Reports must be completed before January 31, 2011

*\*Additional usage may be negotiated, if necessary. Not all media are available for all markets.*

Name: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_