



March 16, 2011

TO: Second Wind Members  
FROM: Laurie Mikes  
RE: Ad Spending Program from Kantar and Second Wind

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This letter invites you to take maximum advantage of your Second Wind membership in 2011 with a cost-savings program from Second Wind and Kantar Media (formerly TNS).

Kantar Media 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. Kantar is considered the industry standard, leading provider of competitive advertising intelligence. To read more about Kantar, please visit [www.kantarmediana.com/intelligence/products/strategy](http://www.kantarmediana.com/intelligence/products/strategy)

**How can your agency benefit?** Now, through this new program, your agency can access selected Kantar 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 Kantar directly, it could cost your agency in excess of \$40,000 per year!

Use Kantar 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.



Your agency can participate in the Second Wind/Kantar program at one of two levels:

**Level 1** **\$1,200** (*\$200 per report*)

- 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 utilized by March 31, 2012

**Level 2** **\$1,800** (*\$150 per report*)

- 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 utilized by March 31, 2012

**How do I participate?** If you're interested in participating, simply complete the enclosed form and submit it to me via fax to 610-374-9238. Once received, we'll contact you to discuss the terms of the agreement, payment and activation. **If you are interested in participating, we are asking for your commitment by March 31, 2011.**

We are very excited to offer this program exclusively to our members. We hope you will participate and take advantage of the valuable information provided by Kantar.

Best regards,

A handwritten signature in black ink that reads "Laurie Mikes". The signature is written in a cursive, flowing style.

Laurie Mikes  
COO  
Second Wind



## Second Wind/Kantar Media Program 2011

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/Kantar Media Program 2011 at the following level. Please contact me to discuss our activation.**

**Level 1** **\$1,200** (*\$200 per report*)

- 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.
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- Each report may include up to 5 competitors
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- Available creative samples for TV, Magazine, and the Internet.
- Reports must be utilized by March 31, 2012

**If you are interested in participating, we are asking for your commitment by March 31, 2011.**

**Please fax form to: 610-374-9238 or email to  
laurie@secondwindonline.com**

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

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

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

Amount Due: \_\_\_\_\_ Payment Type:  Amex  MC  Visa

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

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