



About Second Wind

Second Wind is a membership-based information resource specifically geared to serving smaller and mid-sized advertising agencies. The typical Second Wind client is a full-service advertising agency with 15-25 employees billing an average of \$3-6 million per year. Over 90% of Second Wind clients are located in the United States and Canada.

Second Wind has been serving agencies for 28 years and has a highly engaged and targeted user base.

Digital Rates

Small Agency Survival Agency Update (Email)

10,000 subscribers

Average open rate 30% = 3,000 impressions per transmission *(Source: Constant Contact)*

Banner Ad – 640 x 90	3,000 impressions	\$225
	6,000 impressions	\$450
	9,000 impressions	\$675
	12,000 impressions	\$900

Second Wind Forum FLASH (Email)

3,500 subscribers

Average open rate 34% = 1,190 impressions per transmission *(Source: Constant Contact)*

Banner Ad – 640 x 90	1,190 impressions	\$85
	2,380 impressions	\$170
	3,570 impressions	\$255
	4,760 impressions	\$340

White Paper Posting on Second Wind Homepage

50,000 user sessions per year

Average of 7 page views per session, session duration 3:30, bounce rate 4% *(Source: Google Analytics)*

Banner Ad – 450 x 435 linked to landing page with download form	\$300 for 1 month
	\$600 for 2 months
	\$900 for 3 months



Sponsored Content Post on Second Wind Homepage

50,000 user sessions per year

Average of 7 page views per session, session duration 3:30, bounce rate 4% (*Source: Google Analytics*)

Banner Ad – 450 x 435 linked to article from homepage for 2 weeks

Archived on site for 3 months in Current Articles

Included in Small Agency Survival Email for one transmission

Interior banner ad placed on page

\$450 per post

**Rates are valid until December 31, 2016*

Contact Laurie Mikes at laurie@secondwindonline.com or 610-374-9093 with questions.