

Milwaukee Journal/Sentinel Lease

Current Lease Agreement

	Spaces	Monthly Rate	Monthly Revenue
	250	\$40.00	\$10,000.00
	40	\$45.71	\$1,828.40
Total	290		\$11,828.40
Annual Total			\$141,940.80

Proposed Lease Agreement

	Spaces	Monthly Rate	Monthly Revenue
	250	\$80.00	\$20,000.00
	60	\$145.00	\$8,700.00
Total	310		\$28,700.00
Annual Total			\$344,400.00

Monthly Difference	\$16,871.60
Annual Total	\$202,459.20

Note: For every \$5/space increase in the monthly unreserved rate, revenue increases \$1,250/month.
 For every \$5/space increase in the 24-hour unreserved rate, revenue increases \$300/month.
 In total, revenue would increase \$18,600/year.