## Milwaukee Journal/Sentinel 10-Year Revenue Projection

|   | 2008 Current                          | 2009                           | 2010                           | 2011                           | 2012                           | 2013                            | 2014                            | 2015                            | 2016                            | 2017                            | 2018                            | 10-Year Total |
|---|---------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------|
| Rates<br>220 Monthly Unreserved<br>0 24-Hour Unreserved | \$40/\$45.71<br>\$120,000<br>\$21,941 | \$80/\$145<br>\$211,200<br>\$0 | \$85/\$150<br>\$224,400<br>\$0 | \$90/\$155<br>\$237,600<br>\$0 | \$95/\$160<br>\$250,800<br>\$0 | \$100/\$165<br>\$264,000<br>\$0 | \$105/\$170<br>\$277,200<br>\$0 | \$110/\$175<br>\$290,400<br>\$0 | \$115/\$180<br>\$303,600<br>\$0 | \$120/\$185<br>\$316,800<br>\$0 | \$125/\$190<br>\$330,000<br>\$0 |               |
| Total   | \$141,941                             | \$211,200                      | \$224,400                      | \$237,600                      | \$250,800                      | \$264,000                       | \$277,200                       | \$290,400                       | \$303,600                       | \$316,800                       | \$330,000                       | \$2,706,000   |
| 10-Year Total   | \$1,419,408                           |                                |                                |                                |                                |                                 |                                 |                                 |                                 |                                 |                                 |               |