



DIGITAL BREWERY UNIT

2008 MILWAUKEE

- EXTREME CREATIVE FLEXIBILITY
- TIME-SENSITIVE MESSAGING
- HIGH REACH & FREQUENCY



DIGITAL BREWERY UNIT

A New Chapter in History

The world famous Pabst Brewery, founded in 1844, is located in Downtown Milwaukee and was at one time the largest brewery in America, bottling millions of barrels of Pabst Blue Ribbon and other famous brands. The brewery closed its doors in 1996. Now the brewery is ready for a new chapter in its rich history.

With strong support from the City of Milwaukee, the availability of state and federal historic tax credits, this site is a unique opportunity for investors, brokers and tenants. This neighborhood is coming to life with condos, offices, hotels, shops, restaurants and more.

Superb Downtown Location

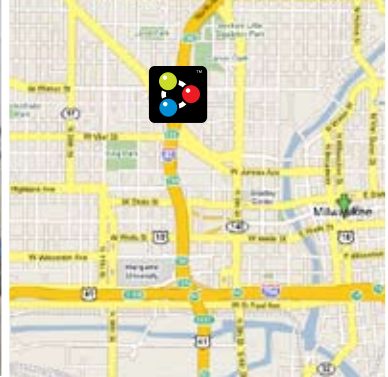
The Brewery is located in the northwest corner of downtown Milwaukee. The property is immediately east of Interstate 43, the main north-south corridor, with visibility to more than 200,000 vehicles per day. The site sits at one of the key entranceways to Downtown Milwaukee and the Lakefront.

Size-Up the Opportunity

The digital brewery unit boasts a 20' x 60' ad space, 25% larger than a traditional billboard. Its placement on a landmark structure that has been a part of Milwaukee's landscape for 150 years makes it visible from many key areas of the city as well as a major interstate. Reach consumers heading into prime areas of downtown to experience its entertainment, nightlife, and dining opportunities or build frequency with those on their daily commute to work from the upscale North Shore area.



LOCATION NUMBER
8-S



MILWAUKEE BREWERY DIGITAL

I-43 0.75 MILES N/O I-94
North Facing • DEC 113,600

Located on busy I-43 just north of downtown, this high profile 20' x 60' unit is read by heavy southbound traffic headed from upscale north shore suburbs of Mequon, Whitefish Bay, Shorewood and River Hills into downtown Milwaukee.

This display is in a class of its own, inviting readership from hundreds of thousands of motorists who use this route daily.

I-43 provides three lanes in each direction and is the major freeway connecting Milwaukee's north side to the downtown area, southern and western suburbs, the Mitchell International Airport and beyond.



2008 RATES BREWERY UNIT

WEEKLY NET RATES MILWAUKEE 18+ POPULATION: 1,222,260

All rates presented are NET. Space subject to availability. Categorical exclusive programs are not available when time is purchased in weekly increments.

Program Display

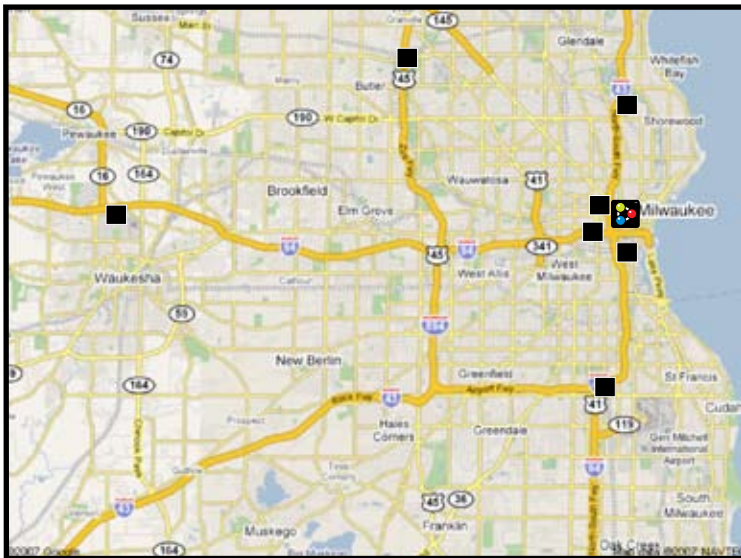
Weeks	Bulletins	GRP Showing	DEC	Program Circulation	Total Spots	Reach %	Freq. X	Program GRPs	Weekly Cost	Program Cost	CPM	CPP	Cost/Spot
1	1	9	113,600	795,200	1,820	45.7	7.4	63	\$2,300	\$2,300	\$2.89	\$6.80	\$1.26
2	1	9	113,600	1,590,400	3,640	62.7	10.7	126	\$2,100	\$4,200	\$2.64	\$6.26	\$1.15
3	1	9	113,600	2,385,600	5,460	71.6	14.1	189	\$2,000	\$6,000	\$2.52	\$5.94	\$1.10

4-WEEK NET RATES MILWAUKEE 18+ POPULATION: 1,222,260

All rates presented are NET. Space subject to availability. Categorical exclusive programs are not available when time is purchased in weekly increments.

Program Display

Weeks	Bulletins	GRP Showing	DEC	Program Circ.	Total Spots	Reach %	Freq. X	Program GRPs	Weekly Cost	Program Cost	CPM	CPP	Cost/Spot
4	1	9	113,600	3,180,800	7,280	29.6	8.5	252	\$1,700	\$6,800	\$2.14	\$27.03	\$0.93
12	1	9	113,600	9,542,400	21,840	55.8	13.6	759	\$1,688	\$20,256	\$2.12	\$26.69	\$0.93
24	1	9	113,600	19,084,800	43,680	70.7	20.5	1,449	\$1,638	\$39,312	\$2.06	\$27.12	\$0.90
36	1	9	113,600	28,627,200	65,520	78.6	28.1	2,209	\$1,600	\$57,600	\$2.01	\$26.08	\$0.88
52	1	9	113,600	41,350,400	94,640	84.2	37.9	3,191	\$1,550	\$80,600	\$1.95	\$25.26	\$0.85



Brewery Digital Unit



Digital Outdoor Network

