

Requests for Information

Q. Please provide the breakdown of Energy Advertising costs for 2008, 2009 and 2010 in terms of print, radio, television and other means of advertising used or forecast to be used.

A. Table 1 shows the actual energy conservation advertising costs for 2008 together with forecast 2009 and 2010 costs.

Table 1
Energy Conservation Advertising Costs
2008 to 2010F
(\$000's)

	2008	2009F	2010F
Television	47	520	565
Radio	0	150	150
Print	58	30	30
Other Media ¹	123 ²	300	300
Total	228	1,000	1,045

¹ Includes all other media used for energy conservation advertising, such as internet and point-of-purchase materials.

² Includes \$70,000 that was recovered from Newfoundland & Labrador Hydro.