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

9	Table 1
10	Energy Conservation Advertising Costs
11	2008 to 2010F
12	(\$000's)
13	

	2008	2009F	2010F
Television	47	520	565
Radio	0	150	150
Print	58	30	30
Other Media ¹	53	300	300
Total	158	1,000	1,045

14

1 2

3

4 5

6

7 8

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