

**Q. What are NP's non-conservation Advertising Costs for 2008 to 2010 (f) broken down by category (eg. safety) and media (eg. television)?**

**A.** Table 1 shows Newfoundland Power's non-conservation advertising costs for 2008 and forecast for 2009 and 2010 by category.

**Table 1**  
**Non-Conservation Advertising**  
**Costs by Category**  
**2008 to 2010F**  
**(\$000s)**

	<b>2008</b>	<b>2009F</b>	<b>2010F</b>
Safety	273	349	356
Other	30	30	30
<b>Total</b>	<b>303</b>	<b>379</b>	<b>386</b>

Table 2 shows Newfoundland Power's non-conservation advertising costs for 2008 and forecast for 2009 and 2010 by media type.

**Table 2**  
**Non-Conservation Advertising**  
**Costs by Media Type**  
**2008 to 2010F**  
**(\$000s)**

	<b>2008</b>	<b>2009F</b>	<b>2010F</b>
Television	111	152	156
Radio	90	104	107
Print	71	91	91
Other	31	32	32
<b>Total</b>	<b>303</b>	<b>379</b>	<b>386</b>