

1 Q. **2013 General Rate Application, Intercompany Charges and Shared Services**

2 Page 3.17, Table 3.3 - Provide an itemized list of and amounts spent by Hydro on
3 advertising expenses administered by Nalcor in each year from 2007 to 2012 and
4 budgeted for 2013 to 2015.

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7 A. Please see below, an itemized list of and amounts of advertising expenses incurred
8 by Hydro and administered by Nalcor in each year from 2008 to 2013 and for the
9 2014 and 2015 Test Years. Prior to 2008, advertising costs were administered by
10 Hydro.

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(\$000s)	Actual					Test Year Test Year		
Advertising Category	2008	2009	2010	2011	2012	2013	2014	2015
Electricity Education Campaign	-	-	-	153.5	17.6	82.6	20.0	20.5
PowerLine Safety Campaign	-	-	2.5	47.7	24.8	56.3	160.0	164.0
Media Campaigns / Other	12.0	36.0	0.9	7.0	5.7	2.1	-	-
Public Safety Advertising	80.3	127.5	148.8	-	120.1	186.8	190.0	194.8
Grand Total	92.3	163.5	152.2	208.2	168.2	327.8	370.0	379.3