

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

2            Page 3.17, Table 3.3 - What allocator was used to allocate advertising expenses  
3            administered by Nalcor but incurred by Hydro amongst the Nalcor entities each  
4            year from 2007 to 2012 and what has been budgeted for 2013 to 2015?

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7    A.    Advertising is administered by Nalcor for all lines of business. Regulated advertising  
8            in the areas of safety, customer education and awareness are allocated to Hydro on  
9            a case by case basis. Advertising costs are detailed in PUB-NLH-156.