

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 2012 and budgeted  
9 for 2013 to 2015. Prior to 2008, advertising costs were administered by Hydro.

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<b>Advertising Category</b>	<b>Actual</b>				<b>Forecast</b>			<b>Forecast</b>	<b>Forecast</b>
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>		
Electricity Education Campaign	-	-	-	153.5	17.6	60.0	20.0	20.5	
PowerLine Safety Campaign	-	-	2.5	47.7	24.8	52.2	160.0	164.0	
Media Campaigns / Other	12.0	36.0	0.9	7.0	5.7	6.0	-	-	
Public Safety Advertising	80.3	127.5	148.8	-	120.1	200.0	190.0	194.8	
<b>Grand Total</b>	<b>92.3</b>	<b>163.5</b>	<b>152.2</b>	<b>208.2</b>	<b>168.2</b>	<b>318.2</b>	<b>370.0</b>	<b>379.3</b>	

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