

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.

5
6
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.

10

(\$000s)	Actual					Forecast	Forecast	Forecast
Advertising Category	2008	2009	2010	2011	2012	2013	2014	2015
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
Grand Total	92.3	163.5	152.2	208.2	168.2	318.2	370.0	379.3

11

[]