

1 **Q. Reference: CA-NP-76: of the Energy Advertising forecast expense of \$90,000 which**  
2 **is stated to consist of print media advertising costs, please explain what the**  
3 **proposed print media campaign is expected to consist of in terms of print media**  
4 **used, number of ads, frequency of ads and provide a copy of the currently used**  
5 **prints and/or ads.**

6  
7 A. The forecast Energy Advertising expense of \$90,000 is expected to consist primarily of  
8 print advertising in the following newspapers which publish in Newfoundland Power's  
9 service territory:

10  
11 The Telegram – St. John's;  
12 The Western Star – Corner Brook;  
13 The Advertiser – Grand Falls-Windsor;  
14 The Beacon – Gander;  
15 The Compass – Carbonear and Harbour Grace;  
16 The Southern Gazette – Marystown;  
17 The Georgian – Stephenville;  
18 The Gulf News – Port aux Basques;  
19 The Packet – Clarenville and Bonavista;  
20 The Pilot – Lewisporte and Notre Dame Bay.


21  
22 The "*Bright Ideas*" media campaign is Newfoundland Power's primary energy efficiency  
23 advertising campaign.

24  
25 Newfoundland Power anticipates a total number of 240 newspaper advertisements related  
26 to the "*Bright Ideas*" energy efficiency media campaign. This represents a frequency of  
27 4 ads per month during the months of January, February, March, October, November and  
28 December in each of the 10 newspapers listed above.

29  
30 Bi-weekly print advertisements will also be placed in *The Newfoundland Herald*  
31 magazine during the same period.

32  
33 Attachment A contains copies of the "*Bright Ideas*" ads currently used by Newfoundland  
34 Power.

**Bright Ideas Print Advertisements**



Get the most out of your energy dollar

*with* **Bright**  **Ideas**<sup>TM</sup>

## *Start your New Year off right!*


Make a New Year's resolution to be more energy efficient. These helpful tips will get you started...

- Set back your thermostats at night from 20°C to 15°C.
- Turn off computers, televisions and lights in rooms not being used.
- Replace interior and exterior incandescent bulbs with compact fluorescent bulbs.

NEWFOUNDLAND   
**POWER**  
A FORTIS COMPANY

[www.newfoundlandpower.com](http://www.newfoundlandpower.com)  
1-800-663-2802

*Saving energy makes sense!*



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## *New online Energy Saving Tool Kit*

Serious about saving energy? Check out our website.

- Ask an Energy Expert
- Energy usage calculators to understand your options
- Easy no cost and low cost energy saving tips
- Rebates and financing programs available


**John Healey**  
One of our Energy Experts



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***Don't let your hot water go down the drain!***

Almost 20% of your annual energy usage is water heating. Save energy and money by:

- Washing in cold water with only full loads of clothes.
- Installing low-flow showerheads and faucet aerators.
- Setting your hot water heater at no less than 55°C (130°F).
- Repairing leaky hot water faucets.

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## *Keep the Heat In ... and the Cold Out!*

Over 60% of your annual energy usage is home heating. Save heating dollars where it counts most!

- Insulate your attic, basement and main floor walls.
- Weatherstrip around windows and doors.
- Caulk around vents, light fixtures and outdoor taps.

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## *Take the Energy Savings Challenge!*

Reduce your energy usage and save money by making small changes, like switching to compact fluorescent lights (CFLs) or washing clothes in cold water.

- *Switch to CFLs* and save approximately \$35 over the life of each bulb.
- *Switch to Cold* and save up to \$72 per year.

Congratulations to the community of Petty Harbour/Maddox Cove for taking the *Energy Savings Challenge* and making a difference!

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**Bright Ideas™**

## *Control your comfort*

Your heating system is only as good as the thermostats you use. High performance thermostats are key to improving comfort, reducing energy usage and saving money.

### *Here's how you can save...*

- Install thermostats that control the temperature in your home by +/- 1 °C.
- Set back your thermostats at night from 20°C to 15°C to save about 10% of your heating costs per year.

### *We can help...*

- Save \$4 off the purchase of High Performance Thermostats with our Thermostat Rebate Savings program.

Find out more about our rebate programs and financing options by visiting our website or calling our knowledgeable Customer Account Representatives.

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## *Switch to Cold - Bring on the Savings*

Wash and rinse your laundry in cold water. About 80 to 90% of the energy used to wash your clothes is used to heat the water.

**Cost: \$0. Savings: Approximately \$72 per year.**

Look in your March electricity bill for a 75 cent coupon off Tide Coldwater detergent.  
Turn on the cold and save!

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## *Preparing for the Holidays*

Save on your energy costs this holiday season...

- Switch to LED lights and use 90% less energy than traditional lights.
- Use timers to limit the amount of time your holiday lights are on.
- Allow the sun to heat your home by keeping blinds open during the day and closed at night.

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## *Home for the Holidays*

As you gather with family and friends to celebrate this holiday season, here are some tips to help you save energy.

- Turn off lights, decorations and electric fireplaces when leaving your home or going to bed.
- Thaw frozen foods before cooking, use lids on pots, and cook as many dishes at one time as possible.
- Don't rinse dishes before loading the dishwasher and wait for a full load.

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