

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. Prior to 2008, advertising costs were administered by Hydro.

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(\$000's)	Actual			Forecast		
Advertising Category	2008	2009	2010	2011	2012	2013
Electricity Education Campaign	-	-	-	153.5	17.6	60.0
PowerLine Safety Campaign	-	-	2.5	47.7	24.8	52.2
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
Grand Total	92.3	163.5	152.2	208.2	168.2	318.2

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12 Information relating to 2014 and 2015 is close to being completed and will be
13 provided when finalized. This request for information will be updated and re-filed
14 at that time.