

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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<b>Advertising Category</b>	<b>(\$000's)</b>					
	<b>2008</b>	<b>2009</b>	<b>Actual</b>	<b>2010</b>	<b>2011</b>	<b>Forecast</b>
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
<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>

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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.