Black Hills Power, Inc.
Docket EL14-026
Advertising Adjustment
Adjusted Test Year Ended September 30, 2013

Exhibit___(EJP-1)
Schedule 3
Page 1 of 2

| Line | Description | Total Company Amount | Allocation Factor | South Dakota Percent | South Dakota Amount |
|------|-------------|---------------------|-------------------|---------------------|---------------------|
| | (a) | (b) | (c) | (d) | (e) |
| 1 | **Company Proposed Adjustment** | | | | |
| 2 | Customer Accounting Expense | | | | |
| 3 | Supervision (Acct 901) | (963) | SALWAGCA | 96.248% | (927) |
| 4 | Customer Records and Collection Expenses (Acct 903) | (274) | CUSTREC | 96.116% | (263) |
| 5 | Customer Service Expense | | | | |
| 6 | Customer Assistance (Acct 908) | (10,097) | CUSTASST | 96.116% | (9,705) |
| 7 | Advertisement (Acct 909) | (3,577) | CUSTADVT | 96.116% | (3,438) |
| 8 | Miscellaneous (Acct 910) | (9,514) | CUSTCSM | 96.116% | (9,144) |
| 9 | Sales Expense | | | | |
| 10 | Demonstrating and Selling Expenses (Acct 912) | (314) | SALESREV | 92.065% | (289) |
| 11 | Advertising Expenses (Acct 913) | (46) | SALESREV | 92.065% | (42) |
| 12 | Administrative and General Expense | | | | |
| 13 | Office Supplies & Expense (Acct 921) | (20,593) | SALWAGES | 91.673% | (18,878) |
| 14 | Outside Services (Acct 923) | (591) | SALWAGES | 91.673% | (542) |
| 15 | General Advertising (Acct 930.1) | (215,449) | SALWAGES | 91.673% | (197,509) |
| 16 | Miscellaneous General (Acct 930.2) | (1,099) | SALWAGES | 91.673% | (1,007) |
| 17 | | $ (262,517) | | | $ (241,745) |
| 18 | | | | | |
| 19 | **Additional Staff Proposed Adjustment** | | | | |
| 20 | Administrative and General Expense | | | | |
| 21 | Energy Efficiency (Acct 930.1) | (1,175) | | 91.673% | $ (1,077) |
| 22 | General Advertising (Acct 930.1) | (3,243) | | 91.673% | $ (2,973) |
| 23 | General Advertising (Acct 930.1) | (36) | | 91.673% | $ (33) |
| 24 | | $ (4,454) | | | $ (4,083) |
| 25 | | | | | |
| 26 | | | | | |
| 27 | **Total Advertising Disallowance** | | | | |
| 28 | Customer Accounting Expense | | | | $ (1,190) |
| 29 | Customer Service Expense | | | | $ (22,287) |
| 30 | Sales Expense | | | | $ (331) |
| 31 | Administrative and General Expense | | | | $ (222,019) |
| 32 | **Total** | | | | **$ (245,828)** |

**Sources:**

Lines 3-4, 6-8, 10-11, and 13-16, columns a-b: Schedule H-11
Line 17, column b: Schedule H-11
Line 3, column c: N-1, page 15, column B, line 143
Line 4, column c: N-1, page 15, column B, line 145
Line 6, column c: N-1, page 15, column B, line 153
Line 7, column c: N-1, page 15, column B, line154
Line 8, column c: N-1, page 15, column B, line 155
Line 10, column c: N-1, page 15, column B, line 158
Line 11, column c: N-1, page 15, column B, line 158
Line 13, column c: N-1, page 15, column B, line 164
Line 14, column c: N-1, page 15, column B, line 165
Line 15, column c: N-1, page 15, column B, line 172
Line 16, column c: N-1, page 15, column B, line 173
Line 3, column d: N-1, page 31, column d, line 216
Line 4, column d: N-1, page 28, column d, line 76
Line 6, column d: N-1, page 28, column d, line 78
Line 7, column d: N-1, page 28, column d, line 79
Line 8, column d: N-1, page 28, column d, line 80
Line 10, column d: N-1, page 32, column d, line 233
Line 11, column d: N-1, page 32, column d, line 233
Line 13, column d: N-1, page 31, column d, line 224
Line 14, column d: N-1, page 31, column d, line 224
Line 15, column d: N-1, page 31, column d, line 224
Line 16, column d: N-1, page 31, column d, line 224
Lines 3-4, 6-8, 10-11, and 13-16, column e: Column b * Column d
Line 17, column e:  column e, Sum of lines 3-4, 6-8, 10-11, and 13-16
Line 21, columns b and d-e: Attachment 2-24A, line 1
Line 22, columns b and d-e: Attachment 2-24A, line 16
Line 23, columns b and d-e: Attachment 2-24A, line 17
Line 24, column b: column b, line 21 + line 22 + line 23
Line 24, column e: column e, line 21 + line 22 + line 24
Line 28, column e:  column e, Sum of line 3 and 4
Line 29, column e:  column e, Sum of line 6, 7 and 8
Line 30, column e:  column e, Sum of line 10 and 11
Line 31, column e:  column e, Sum of line 13, 14, 15, 16, 21, 22 and 23
Line 32, column e:  column e, Sum of line 28 to 31