

NORTHERN STATES POWER CO  
 2013 Actual Electric O&M Expenses  
 Electric Advertising Adjustment - Amount to Exclude from Recovery

	Total			Base OM			NSPM-Advertising (Trad)		
	Total	SD Electric	Other	Total	SD Electric	Other	Total	SD Electric	Other
908-Customer Asst Expense									
723740-Conservation DSM Communication				129	8	121	(129)	(8)	(121)
Sub-Total 908-Customer Asst Expense				129	8	121	(129)	(8)	(121)
909-Cust Serv Instruct Adver									
723745-Conservation OM Communication	34,813	2,122	32,691	34,813	2,122	32,691			
723750-Customer Program Advertising	62,611	3,816	58,795	62,611	3,816	58,795			
723760-Customer Program Promotion	440,017	4,294	435,723	440,017	4,294	435,723			
723770-Safety Advertising	523,045	65,474	457,571	523,045	65,474	457,571			
723775-Safety Information	126,297	7,075	119,222	126,297	7,075	119,222			
723785-Mandated Inserts/Communication	1,195	42	1,153	1,195	42	1,153			
Sub-Total 909-Cust Serv Instruct Adver	1,187,979	82,824	1,105,155	1,187,979	82,824	1,105,155			
930.1-A&G General Advertising									
723710-Brand/Image Advertising				1,305,922	78,489	1,227,433	(1,305,922)	(78,489)	(1,227,433)
723720-Advertising - General	469,642	29,288	440,354	536,825	33,383	503,442	(67,183)	(4,095)	(63,088)
723725-Brand Sponsorship				1,545,420	94,196	1,451,224	(1,545,420)	(94,196)	(1,451,224)
723765-Customer Program-Non-Recoverbl				137,095	7,902	129,194	(137,095)	(7,902)	(129,194)
Sub-Total 930.1-A&G General Advertising	469,642	29,288	440,354	3,525,262	213,970	3,311,293	(3,055,621)	(184,682)	(2,870,939)
<b>Total</b>	<b>1,657,621</b>	<b>112,112</b>	<b>1,545,509</b>	<b>4,713,371</b>	<b>296,802</b>	<b>4,416,569</b>	<b>(3,055,750)</b>	<b>(184,690)</b>	<b>(2,871,060)</b>

Total Advertising Expenses for South Dakota 296,802  
 Advertising Expenses removed from Test Year (184,690)  
 Advertising Expenses in Test Year 112,112

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