

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION
DATA REQUEST TO MONTANA-DAKOTA UTILITIES CO.
ISSUED FEBRUARY 2, 2018
DOCKET NO. NG18-002**

1.1 Referring to Exhibit 2, please breakdown and describe the advertising and administration expenses that were actually incurred. What was a driving factor for Advertising expense to come in under budget?

Response:

Montana-Dakota has experienced success in the utilization of bill inserts and a strong dealer network in South Dakota to promote the conservation programs. Since the Company has received strong participation in the programs, no additional advertising costs were incurred to promote these programs. If a need arises to more aggressively approach promotion through increased awareness of the programs, additional advertising avenues will be pursued.

The Breakdown of expenses are below:

Administrative Expense:

Labor:	\$5,874
Industry Dues: 1/	<u>643</u>
Total Administrative:	\$6,517

Advertising:

Billboard contract: 2/	\$2,129
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1/ Consortium for Energy Efficiency.

2/ Billboards in Rapid City, Pierre, and Spearfish.