

2011 Actual Advertising Adjustment

Template V1.2

Period	Mn Co Electric												Mn Co Gas		Jur Electric				Jur Gas		
	Production				Transmission				Distribution				MN	ND	MN	ND	SD	Whls	MN	ND	
	MN	ND	SD	Whls	MN	ND	SD	Whls	MN	ND	SD	Whls									
<b>Statement of Income</b>																					
<b>Operating Expenses:</b>																					
Fuel & Purchased Energy	Annual																				
Power Production	Annual																				
Transmission	Annual																				
Distribution	Annual																				
Customer Accounting	Annual																				
Customer Service & Information	Annual									(658)	(658)	(658)	(658)	(166)	(166)	(576)	(41)	(41)	0	(146)	(20)
Sales, Econ Divp & Other	Annual																				
Administrative & General	Annual	(1,342)	(1,342)	(1,342)	(1,342)	(267)	(267)	(267)	(267)	(837)	(837)	(837)	(837)	(227)	(227)	(2,080)	(224)	(140)	(2)	(198)	(29)
<b>Total Operating Expenses:</b>	<b>Annual</b>	<b>(1,342)</b>	<b>(1,342)</b>	<b>(1,342)</b>	<b>(1,342)</b>	<b>(267)</b>	<b>(267)</b>	<b>(267)</b>	<b>(267)</b>	<b>(1,495)</b>	<b>(1,495)</b>	<b>(1,495)</b>	<b>(1,495)</b>	<b>(393)</b>	<b>(393)</b>	<b>(2,656)</b>	<b>(265)</b>	<b>(181)</b>	<b>(2)</b>	<b>(344)</b>	<b>(49)</b>
Depreciation	Annual																				
Amortization	Annual																				
<b>Taxes:</b>																					
Property	Annual																				
Gross Earnings Tax	Annual																				
Deferred Income Tax & ITC	Annual																				
Payroll & other	Annual																				
<b>Total Taxes:</b>	<b>Annual</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
AFUDC	Annual																				

(2,684)

(534)

(2,990)

(362)

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**NORTHERN STATES POWER CO**  
**YEAR END 12/31/2011 - ACTUAL**  
**ADVERTISING ADJUSTMENT - TO EXCLUDE**

**Electric Exclusion**

FERC	Description	Total	MN	ND	SD	Whsl
908	Customer Asst Expense	(17,491)	(14,589)	(1,045)	(1,857)	0
909	Cust Serv Instruct Adver	(640,278)	(561,370)	(40,207)	(38,700)	(1)
921	Non-Recoverable Advertising	(921)	(812)	(54)	(54)	(1)
930.1	A&G General Advertising	(2,445,767)	(2,079,634)	(224,035)	(140,239)	(1,859)
	Total Electric	(3,104,457)	(2,656,405)	(265,341)	(180,850)	(1,861)

**Gas Exclusion**

FERC	Description	Total	MN	ND
908	Customer Asst Expense	(8,470)	(3,690)	(4,780)
909	Cust Serv Instruct Adver	(157,318)	(141,879)	(15,439)
921	Non-Recoverable Advertising	(82)	(74)	(8)
930.1	A&G General Advertising	(226,562)	(198,042)	(28,520)
	Total Gas	(392,432)	(343,685)	(48,747)

IS/BS Rpt Desc AC16	Admin and General
Include/Exclude	Exclude

Sum of 2011 Actual Expense		P	T	D
PTD	Total			
C	2,311,428	(1,342,015)	(267,201)	(702,212)
D	135,260			(135,260)
Grand Total	2,446,688	(1,342,015)	(267,201)	(837,472)

0

PTD ALLOCATOR for C (Corp) Production	Transmission	Distribution
58.06%	11.56%	30.38%

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NORTHERN STATES POWER CO (MN)  
 Operating & Maintenance Expenses  
 2011 Actual Advertising Expenses

Include/Exclude

Utility Desc	CFR FERC	Reg Bus Area Desc C	Object Account Allocated	Posting Full Acct Desc	Reg Loc Desc BC6	Data					
						Sum of 2011 Actual Expense	Sum of MN Juris	Sum of ND Juris	Sum of SD Juris	Sum of WHSLE	
Electric	908	Utilities Group	723740	Conservation DSM Communication	MN/SD/ND	16,605	14,563	1,043	999	0	
				South Dakota		856	0	0	856	0	
			723765	Customer Program-Non-Recoverbl	MN/SD/ND	30	26	2	2	0	
			908 Total			17,491	14,589	1,045	1,857	0	
	909	Corporate Services	723735	Conservation OM Advertising	MN/SD/ND	449,289	394,058	26,218	27,012	1	
				723750	Customer Program Advertising	MN/SD/ND	5,574	4,889	350	335	0
		Utilities Group	723735	Conservation OM Advertising	MN/SD/ND	183,605	161,036	11,531	11,038	0	
				723760	Customer Program Promotion	North Dakota	9	0	9	0	
				South Dakota		220	0	0	220	0	
			723770	Safety Advertising	MN/SD/ND	1,581	1,387	99	95	0	
			909 Total			640,278	561,870	40,207	38,700	1	
	921	Corporate Services	723765	Customer Program-Non-Recoverbl	MN/SD/ND	921	812	54	54	1	
			921 Total			921	812	54	54	1	
	928	Energy Supply	723780	Mandated Regulatory Notices	Minnesota	94	84	5	5	0	
				Utilities Group	723780	Mandated Regulatory Notices	Minnesota	5,002	5,002	0	0
			723785	Mandated Inserts/Communication	Minnesota	79,467	79,467	0	0	0	
			928 Total			84,563	84,553	5	5	0	
	930.1	Corporate Services	723710	Brand/Image Advertising	MN/SD/ND	155,692	137,264	9,204	9,099	125	
				723720	Advertising - General	MN/SD/ND	173	153	10	10	0
			723725	Brand Sponsorship	MN/SD/ND	2,154,640	1,899,598	127,380	125,928	1,734	
		Financial Operations	723720	Advertising - General	MN/SD/ND	2	2	0	0	0	
		Utilities Group	723710	Brand/Image Advertising	MN/SD/ND	24,148	21,179	1,517	1,452	0	
					North Dakota		13,644	0	13,644	0	
				723720	Advertising - General	MN/SD/ND	3,879	3,402	244	233	0
				North Dakota		70,770	0	70,770	0		
				South Dakota		2,305	0	0	2,305	0	
			723765	Customer Program-Non-Recoverbl	Minnesota	354	354	0	0	0	
				MN/SD/ND		20,160	17,682	1,266	1,212	0	
			930.1 Total			2,445,767	2,079,634	224,035	140,239	1,859	
			Electric Total			3,189,020	2,740,958	265,346	180,855	1,861	
Gas	908	Utilities Group	723740	Conservation DSM Communication	MN/SD/ND	4,083	3,684	399			
				North Dakota		4,380	0	4,380			
			723765	Customer Program-Non-Recoverbl	MN/SD/ND	7	6	1			
			908 Total			8,470	3,690	4,780			
	909	Corporate Services	723735	Conservation OM Advertising	MN/SD/ND	110,706	99,842	10,864			
				723750	Customer Program Advertising	MN/SD/ND	1,371	1,236	135		
		Utilities Group	723735	Conservation OM Advertising	MN/SD/ND	45,241	40,801	4,440			
			909 Total			157,318	141,879	15,439			
	921	Corporate Services	723765	Customer Program-Non-Recoverbl	MN/SD/ND	82	74	8			
			921 Total			82	74	8			
	930.1	Corporate Services	723710	Brand/Image Advertising	MN/SD/ND	14,228	12,832	1,396			
				723720	Advertising - General	MN/SD/ND	16	14	2		
			723725	Brand Sponsorship	MN/SD/ND	194,380	175,305	19,075			
		Utilities Group	723710	Brand/Image Advertising	MN/SD/ND	2,179	1,965	214			
					North Dakota		1,230	0	1,230		
			723720	Advertising - General	Minnesota	5,969	5,969	0			
				MN/SD/ND		346	312	34			
				North Dakota		6,390	0	6,390			
			723765	Customer Program-Non-Recoverbl	MN/SD/ND	1,824	1,645	179			
			930.1 Total			226,562	198,042	28,520			
			Gas Total			392,432	343,685	48,747			
			Grand Total			3,581,452	3,084,643	314,093	180,855	1,861	

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Advertising Expense Adjustment  
ACTUAL YEAR END 12/31/2011

Column Q Please describe what the dollars were for  
Column R Please identify the type of media it appeared in (newspaper, insert, TV etc.)  
Column S Please indicate if the advertising dollars are recovered through another mechanism (rider, etc.)

Year	Utility Desc	Bus Area CC1	CFR FERC Cu AC22	Reg Bus Area Desc CC1	Reg Bus Desc BC26	15/99 Rpt Desc AC16	CFR FERC Desc AC22	Acct Desc	Reg Loc Desc BC9	2011 Actual Expense	MN Juris	ND Juris	SD Juris	WHSLE	PTD	Check	Business Unit Unallocated Bus Unit Full Desc	Object Account Allocated Posting Full Acct Desc	Subledger Cd	Subldgr Desc	Business Unit Allocated Bus Unit Full Desc	Description	Media Type	Recoverable through Rider	Include/Exclude
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Cust Program Advertising NL G	MN/SD/ND	104	94	10					0 414200 eBusiness Management	723750 Customer Program Advertising	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	Marketing & Consumer Strategy	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	128	115	13					0 414400 Renewable Marketing	723760 Customer Program Promotion	499819	MKT Mngd Mkts MN	499819 MKT Mngd Mkts MN				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	284	258	28					0 411100 Jurisdictional Marketing	723760 Customer Program Promotion	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	Marketing & Consumer Strategy	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	399	360	39					0 414201 eBusiness Mgmt - NSPM	723760 Customer Program Promotion	499819	MKT Mngd Mkts MN	499819 MKT Mngd Mkts MN				Include
2011	Gas	GP	909	Utilities Group	NSPM Jurisdictional	Customer Information	Cust Serv Instruct Adver	Safety Advertising NL G	North Dakota	756	0	756					0 804103 Com Gov & Reg Rel ND AG921	723770 Safety Advertising	0		0 804103 Com Gov & Reg Rel ND AG921				Include
2011	Gas	GP	909	Utilities Group	Marketing & Consumer Strategy	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	816	736	80					0 413600 DSM Marketing - South	723760 Customer Program Promotion	499819	MKT Mngd Mkts MN	499819 MKT Mngd Mkts MN				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Safety Information	Minnesota	857	857	0					0 413111 Customer Exp Mktg - NSPM	723775 Safety Information	499919	MKT Cons Mkts MN Gas	499919 MKT Cons Mkts MN Gas				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Conservation Advertising NL G	MN/SD/ND	943	850	93					0 411101 Jurisdictional Mktg - NSPM	723745 Conservation OM Communication	499919	MKT Cons Mkts MN Gas	499919 MKT Cons Mkts MN Gas				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Cust Program Advertising NL G	MN/SD/ND	1,166	1,070	116					0 413011 Customer Experience Mktg	723750 Customer Program Advertising	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Cust Program Advertising NL G	North Dakota	1,212	0	1,212					0 412500 Consumer Energy Efficiency Mkt	723750 Customer Program Advertising	11004243	ND Heating System Rebate Progr	498005 G CIP ND				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Safety Information	Minnesota	1,296	1,296	0					0 411101 Jurisdictional Mktg - NSPM	723775 Safety Information	499919	MKT Cons Mkts MN Gas	499919 MKT Cons Mkts MN Gas				Include
2011	Gas	GP	909	Utilities Group	NSPM Jurisdictional	Customer Information	Cust Serv Instruct Adver	Cust Program Advertising NL G	North Dakota	1,329	0	1,329					0 804103 Com Gov & Reg Rel ND AG921	723760 Customer Program Advertising	0		0 804103 Com Gov & Reg Rel ND AG921				Include
2011	Gas	GP	909	Corporate Services	Customer Care Other	Customer Information	Cust Serv Instruct Adver	Cust Program Advertising NL G	MN/SD/ND	1,371	1,236	135					0 414400 Renewable Marketing	723760 Customer Program Advertising	498719	CC General MN A&G	498719 CC General MN A&G				Exclude
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	1,535	1,384	151					0 411101 Jurisdictional Mktg - NSPM	723760 Customer Program Promotion	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Conservation Advertising NL G	MN/SD/ND	1,694	1,528	166					0 413111 Customer Exp Mktg - NSPM	723745 Conservation OM Communication	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Safety Information	Minnesota	4,559	4,559	0					0 411100 Jurisdictional Marketing	723775 Safety Information	499919	MKT Cons Mkts MN Gas	499919 MKT Cons Mkts MN Gas				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	4,582	4,132	450					0 414200 eBusiness Management	723760 Customer Program Promotion	499919	MKT Cons Mkts MN Gas	499919 MKT Cons Mkts MN Gas				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	4,905	4,424	481					0 413011 Customer Experience Mktg	723760 Customer Program Promotion	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Conservation Advertising NL G	MN/SD/ND	5,980	5,393	587					0 411100 Jurisdictional Marketing	723745 Conservation OM Communication	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	6,329	5,708	621					0 414400 Renewable Marketing	723760 Customer Program Promotion	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Cust Program Advertising NL G	MN/SD/ND	6,926	6,246	680					0 414400 Renewable Marketing	723760 Customer Program Advertising	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	GP	909	Utilities Group	MARKETING	Customer Information	Cust Serv Instruct Adver	Customer Program Information	MN/SD/ND	8,078	7,285	793					0 414201 eBusiness Mgmt - NSPM	723760 Customer Program Promotion	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Include
2011	Gas	IT	909	Corporate Services	Property Services Mgmt	Customer Information	Cust Serv Instruct Adver	Safety Information	MN/SD/ND	4	3	1					0 500130 IT Corp Security - Management	723775 Safety Information	200	Facilities	999390 NS NSPM Facilities & RE				Include
2011	Gas	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Advertising NL G	North Dakota	1,213	0	1,213					0 500816 IT Public Safety	723770 Safety Advertising	500822	IT Public Safety ND G	500822 IT Public Safety ND G				Include
2011	Gas	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Information	MN/SD/ND	1,700	1,533	167					0 500819 IT Public Safety	723775 Safety Information	500819	IT Public Safety NSPM C	500819 IT Public Safety NSPM C				Include
2011	Electric	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Information	South Dakota	2,103	0	0	2,103				0 500816 IT Public Safety	723775 Safety Information	500823	IT Public Safety SD G	500823 IT Public Safety SD G				Include
2011	Gas	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Information	North Dakota	3,493	0	3,493					0 500816 IT Public Safety	723775 Safety Information	500822	IT Public Safety ND G	500822 IT Public Safety ND G				Include
2011	Gas	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Advertising NL G	MN/SD/ND	14,412	12,998	1,414					0 500816 IT Public Safety	723770 Safety Advertising	500818	IT Public Safety NSPM G	500818 IT Public Safety NSPM G				Include
2011	Gas	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Information	MN/SD/ND	17,656	15,923	1,733					0 500816 IT Public Safety	723775 Safety Information	500819	IT Public Safety Adv/Info Costs	500819 IT Public Safety NSPM G				Include
2011	Gas	IT	909	Corporate Services	Public Safety	Customer Information	Cust Serv Instruct Adver	Safety Information	MN/SD/ND	50,912	45,916	4,996					0 500816 IT Public Safety	723775 Safety Information	500818	IT Public Safety NSPM G	500818 IT Public Safety NSPM G				Include
2011	Gas	IT	921	Corporate Services	HR Operations	Admin and General	A&G Office & Supplies	A&G Office & Supplies NL G	MN/SD/ND	82	74	8					0 500801 HR Inclusion & Engagement	723765 Customer Program-Non-Recoverbl	190	HR (Diversity/Safety/EmpRel)	999370 HR NSPM Human Resources				Exclude
2011	Gas	GP	928	Utilities Group	NSPM Regulatory Fees	Admin and General	A&G Regulatory Comm Exp	A&G Regulatory Comm Exp NL G	Minnesota	294	284	0					0 524005 GP NSPM C Regulatory Exp-MN	723765 Mandated Inserts/Communication	0		624005 GP NSPM C Regulatory Exp-MN				Include
2011	Gas	GP	928	Utilities Group	Dir Comm Rel and Econ Dev	Admin and General	A&G Regulatory Comm Exp	A&G Regulatory Comm Exp NL G	Minnesota	449	449	0					0 811002 Community Relations MN AG921	723780 Mandated Regulatory Notices	0		811002 Community Relations MN AG921				Include
2011	Gas	DO	930.1	Utilities Group	VP Const and Oper Maint	Admin and General	A&G General Advertising	Advertising-General NL G	Minnesota	14,262	14,262	0					0 897130 Sewer Milligation DGOINT	723720 Advertising - General	0		897130 Sewer Milligation DGOINT				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Advertising-General NL G	MN/SD/ND	2	2	0					0 498775 EA Advertising	723720 Advertising - General	184	Branding	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Advertising-General NL G	MN/SD/ND	6	5	1					0 498775 EA Advertising	723720 Advertising - General	180	Communications (Corp Gov)	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Advertising-General NL G	MN/SD/ND	8	7	1					0 500015 EA Cntrl Foundation & Spnsrshp	723720 Advertising - General	182	Xcel Foundation	500019 EA Foundation - NSPM				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	19	17	2					0 498775 EA Advertising	723710 Brand/Image Advertising	180	Communications (Corp Gov)	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	EA	930.1	Utilities Group	MARKETING	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	21	19	2					0 498775 EA Advertising	723710 Brand/Image Advertising	10307034	Brand Advertising North/South	499919 MKT Cons Mkts Minn				Exclude
2011	Gas	EA	930.1	Utilities Group	MARKETING	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	74	67	7					0 498775 EA Advertising - NSPM	723710 Brand/Image Advertising	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	241	217	24					0 500015 EA Cntrl Foundation & Spnsrshp	723725 Brand Sponsorship	184	Branding	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	1,247	1,125	122					0 500010 EA Executive Communication	723710 Brand/Image Advertising	180	Communications (Corp Gov)	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	EA	930.1	Utilities Group	MARKETING	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	2,084	1,879	205					0 498775 EA Advertising - NSPM	723710 Brand/Image Advertising	10307034	Brand Advertising North/South	499919 MKT Cons Mkts Minn				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	12,962	11,690	1,272					0 498775 EA Advertising	723710 Brand/Image Advertising	184	Branding	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	EA	930.1	Corporate Services	SS Executive Communication*	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	MN/SD/ND	170,147	153,450	16,697					0 498775 EA Advertising	723725 Brand Sponsorship	184	Branding	999350 EA NS NSPM Corp Comm				Exclude
2011	Gas	GP	930.1	Utilities Group	MARKETING	Admin and General	A&G General Advertising	A&G General Advertising NL G	MN/SD/ND	11	10	1					0 411101 Jurisdictional Mktg - NSPM	723765 Customer Program-Non-Recoverbl	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Exclude
2011	Gas	GP	930.1	Utilities Group	MARKETING	Admin and General	A&G General Advertising	Advertising-General NL G	MN/SD/ND	348	312	34					0 413011 Customer Experience Mktg	723720 Advertising - General	499919	MKT Cons Mkts Minn	499919 MKT Cons Mkts Minn				Exclude
2011	Gas	GP	930.1	Utilities Group	NSPM Jurisdictional	Admin and General	A&G General Advertising	Brand/Image Advertising NL G	North Dakota	1,330	0	1,330					0 804103 Com Gov & Reg Rel ND AG921	723710 Brand/Image Advertising	0		0 804103 Com Gov & Reg Rel ND AG921				Exclude
2011	Gas	GP	930.1	Utilities Group	MARKETING	Admin and General	A&G General Advertising	A&G General Advertising NL G	MN/SD/ND	1,613	1,635	178					0 411100 Jurisdictional Marketing	723765 Customer Program-Non-Recoverbl	499919	MKT Cons Mkts Minn	49991				