

<u>Line</u>	<u>Description</u>	<u>FERC Account</u>	<u>South Dakota Amount</u>
	(a)	(b)	(c)
<b>Company Proposed Adjustment</b>			
1	Brand/Image Advertising	930.1	(212,128)
2	Conservation Advertising	908	(6,483)
3	Total		<u>\$ (218,611)</u>
<b>Additional Staff Proposed Adjustment</b>			
4	Brand/Image Advertising	930.1	(40,286)
5	Conservation Advertising	908	(314)
6	Total		<u>\$ (40,600)</u>
<b>Total Advertising Disallowance</b>			
7	Brand/Image Advertising	930.1	(252,414)
8	Conservation Advertising	908	(6,797)
9	<b>Total Adjustment</b>		<u><b>\$ (259,211)</b></u>

**Sources:**

- Lines 1 through 3: Schedule H-3, page 4
- Line 4: Schedule H-3, page 3
- Line 5: Schedule H-3, page 3 / email from Mary Pope on 1/26/26
- Line 6: Sum lines 4 and 5
- Line 7: Sum lines 1 and 4
- Line 8: Sum lines 2 and 5
- Line 9: Sum lines 7 and 8