

**Northern States Power Company**  
**Electric Utility - Total Company**  
**Schedule H-3 Working Papers for Listed Expense Accounts**  
**Year Ended December 31, 2024**

Line No.	FERC	Description	Amount
1	909	Customer Service Instruction Advertising	\$ 1,226,524
2			
3		Informational Advertising	(25,044)
4		Mandated Inserts	306,082
5		Safety	955,732
6		Other	(10,245)
7			
8			
9	922	A&G Admn Transfer Credit (Non-Labor)	\$ (80,134,456)
10			
11			
12			
13	926	A&G Pen & Ben	\$ 84,636,871
14			
15		Electric Labor Load - Insurance	43,714,905
16		Electric Labor Load - Pension	36,682,185
17			
18			
19			
20	928	A&G Regulatory Comm Exp	\$ 11,928,463
21			
22		Mandated Customer Notices	173,966
23		MN Assessments	9,191,587
24		ND Assessments	190,498
25		SD Assessments	151
26		NERC Fees	
27		State Rate Case Filings	1,871,774
28		State Rider Filings	48,206
29		FERC Filings	14,633
30		Gross Receipt Tax Assessments	406,173
31		Miscellaneous	31,475
32			
33			
34	929	A&G Duplicate Chrg Crdt	\$ (6,417,105)

**NORTHERN STATES POWER COMPANY**  
**Electric Utility - Total Company**  
**Schedule H-3 Working Papers for Listed Expense Accounts**  
**YEAR ENDED 12-31-2024**  
**Administrative and General**

Line No.	Description	FERC	Amount
1	Advertising	930.1	<u>\$ 3,359,124</u>
2			
3	Informational Advertising		
4	General Advertising		270,737
5			
6			
7	Brand/Image Advertising		3,088,387

**NORTHERN STATES POWER COMPANY**  
**Electric Operations - State of South Dakota**  
**Schedule H-3 Working Papers for Listed Expense Accounts**  
**YEAR ENDED 12-31-2024**  
**Advertising**

<b><u>INCLUDABLE:</u></b>	<b><u>FERC</u></b>	<b><u>South Dakota Jurisdiction</u></b>
1 Informational Advertising		
2     General Advertising	930.1	\$ 40,286
3         General - Print/Web		
4         eBills / My Account - Call Center Promo		
5         General - Televison		
6		
7     Customer Programs	909.1&928	\$ 96
8         Customer Communications		
9         Bill Inserts / Direct mailings		
10        eBill / My Account		
11        Online Information		
12		
13    Safety Advertising	909.1	\$ 96,942
14        Billboards/Inserts		
15        General - Print		
16        General - Web Interactive		
17        General - Radio		
18        Contractors - Print/Web Interactive		
19		
20    Conservation Advertising	908 &909.1	\$ 168
21        Web Interactive		
22		
23    Demonstrating and Selling	912	\$ 7,932
24		
25		
26		
27 <b>TOTAL INCLUSION</b>		<b>\$ 145,424</b>

**NORTHERN STATES POWER COMPANY**  
**Electric Operations - State of South Dakota**  
**Schedule H-3 Working Papers for Listed Expense Accounts**  
**YEAR ENDED 12-31-2024**  
**Advertising**

<u><b>EXCLUDABLE</b></u>		<u><b>FERC</b></u>	<u><b>South Dakota Jurisdiction</b></u>
1	Brand/Image Advertising	930.1	(212,128)
3	Conservation & Customer Programs	908; 909.1 & 930.1	(6,483)
4	Safety Advertising	909.1	-
5	<b>TOTAL EXCLUSION</b>		<u><u><b>\$ (218,611)</b></u></u>