

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION STAFF
FIRST DATA REQUEST
DATED FEBRUARY 9, 2015
DOCKET NO. NG15-001**

1-2) Referring to Exhibit 2, please provide a breakdown and description of the Advertising and Administration expenses that were actually incurred.

Response:

The breakdown of the advertising and administration expenses is shown below.

<u>Administrative Expense</u>	
Labor	\$4,222
Travel and related expenses	121
Sniffy volunteers	140
Industry Dues 1/	565
Total Administrative	<u>\$5,048</u>

<u>Advertising</u>	
Black Hills Builder Add	\$760
SD Conservation Billboard	1,782
Total Advertising	<u>\$2,542</u>

1/ Consortium for Energy Efficiency.