

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION STAFF
FIRST DATA REQUEST
DATED FEBRUARY 10, 2016
DOCKET NO. NG16-001**

1-1 Referring to Exhibit 2, please breakdown and describe the advertising and administration expenses that were actually incurred.

Response:

The following expenses were incurred.

Administrative Expense

Labor	\$4,850
Industry Dues 1/	581
Total Administrative	<u>\$5,431</u>

Advertising

Black Hills Builder Ad	\$380
SD Conservation Billboard	2,112
Total Advertising	<u>\$2,492</u>

1/ Consortium for Energy Efficiency.