

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION
1ST SET OF DATA REQUESTS
ISSUED FEBRUARY 7, 2017
DOCKET NO. NG17-002**

Question 1.5:

Explain MDU's energy conservation advertising activities in both the Black Hills and east river service territories. How are the advertising expenses distributed across regions?

Response:

Since Montana-Dakota has mainly used bill inserts to advertise the conservation programs, all South Dakota natural gas customers have received the promotional information. Montana-Dakota has also placed ads in the Black Hills Builder magazine. Advertising expenses incurred are charged directly to the South Dakota conservation programs as a whole and are not allocated between the Black Hills and East River areas.