

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION STAFF
SECOND DATA REQUEST
DATED FEBRUARY 17, 2015
DOCKET NO. NG15-001**

- 2-1) Explain MDU's energy conservation advertising activities in both the Black Hills' and East River's service territories. Are advertising expenses equally distributed across regions?**

Response:

The advertising consisted of billboards in Rapid City, Pierre and Spearfish and an advertisement in the Black Hills Builder magazine. The expenses were proportional to the number of customers in each area. Please see Attachment A for the ad used in both areas.

Montana-Dakota also promotes its conservation programs through bill inserts, at local home shows and its programs are also promoted by the HVAC dealers in its service area, typically at no incremental cost charged to the CTA.