

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

DOCKET NO. UG-09_____

EXHIBIT NO._____(JP-2)

JONATHAN POWELL

REPRESENTING AVISTA CORPORATION



every
little bit

2008 DSM Campaign Elements

Outdoor Advertising



Save with usage. Save with rebates.

Rebates at everylittlebit.com

every little bit | **AVISTA**

The advertisement features a dark green background with a light green curved band. On the left is a white front-loading washing machine. In the center is a white-framed window with six panes. On the right is a roll of orange insulation with a flat piece of insulation in front of it. A white crescent moon is visible in the upper right background.

Web Advertising

Save with usage.
Save with rebates.

Get up to \$0.50 per sq.
ft. back on
WALL INSULATION.



Download rebate forms at
everylittlebit.com.

every
little bit



Save with usage. Save with rebates.

every
little bit

Get up to \$50 back on a PROGRAMMABLE thermostat.
Download this rebate and find details on choosing a qualified model at everylittlebit.com.



Save with usage. Save with rebates.

every
little bit

Get \$50 back on an ENERGY STAR® washing machine.
Download this rebate form and others at everylittlebit.com.



Print Advertising

Save with usage. Save with rebates.



every little bit | Get \$50 back on an ENERGY STAR® washing machine. Download this rebate form and others at everylittlebit.com. **AVISTA**

Save with usage. Save with rebates.



every little bit | Get up to \$0.50 per sq. ft. back on WALL INSULATION. Download this rebate form and others at everylittlebit.com. **AVISTA**

Save with usage. Save with rebates.



every little bit | Get \$3 per sq. ft. back on new EFFICIENT windows. Download this rebate form and others at everylittlebit.com. **AVISTA**

Save with usage. Save with rebates.



every little bit | Get up to \$50 back on a PROGRAMMABLE thermostat. Download this rebate and find details on choosing a qualified model at everylittlebit.com. **AVISTA**

DSM Radio

Radio Spot 1 (:15)

ANNCR: Look for relief from the elements with rebate incentives from Avista. Adding attic insulation is often one of the easiest, and most beneficial projects you can undertake—saving energy and making your home more comfortable. Visit [every little bit.com](http://everylittlebit.com) and download a rebate form today.

Radio Spot 2 (:15)

ANNCR: Now's a great time to make your home more energy efficient with rebate incentives from Avista. From insulation to new appliances, many things around the house qualify. Find rebates and download forms at [every little bit.com](http://everylittlebit.com)

House of Rebates

HOUSE OF REBATES
every little bit

*Looking for rebates?
We have 'em.*

CLICK HERE FOR ENERGY STAR® NEW CONSTRUCTION REBATES

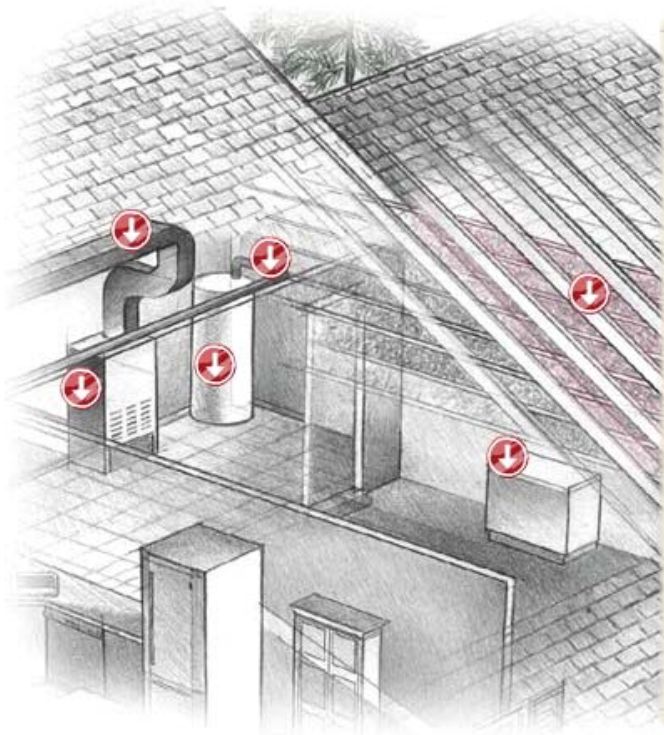
Sort by State

OR

Search by appliance/equipment

HOUSE OF REBATES
every little bit

SORT BY



FURNACE

Check for 90% efficiency or higher. Variable speed motors and conversions from electric also qualify. Look to apply multiple rebates when possible.

OREGON

High Efficiency Forced Air Furnace

\$200.00 Rebate

High Efficiency Equipment Form

High Efficiency Direct Vent Space Heater

\$150.00 Rebate

High Efficiency Equipment Form

Heat and Water Systems Installed Together

Up to \$500.00 Rebate

High Efficiency Equipment Form

WASHINGTON/IDAHO

High Efficiency Natural Gas Furnace

\$400.00 Rebate

Home Improvement Incentive Form

VIEW ENERGY SAVING TIPS

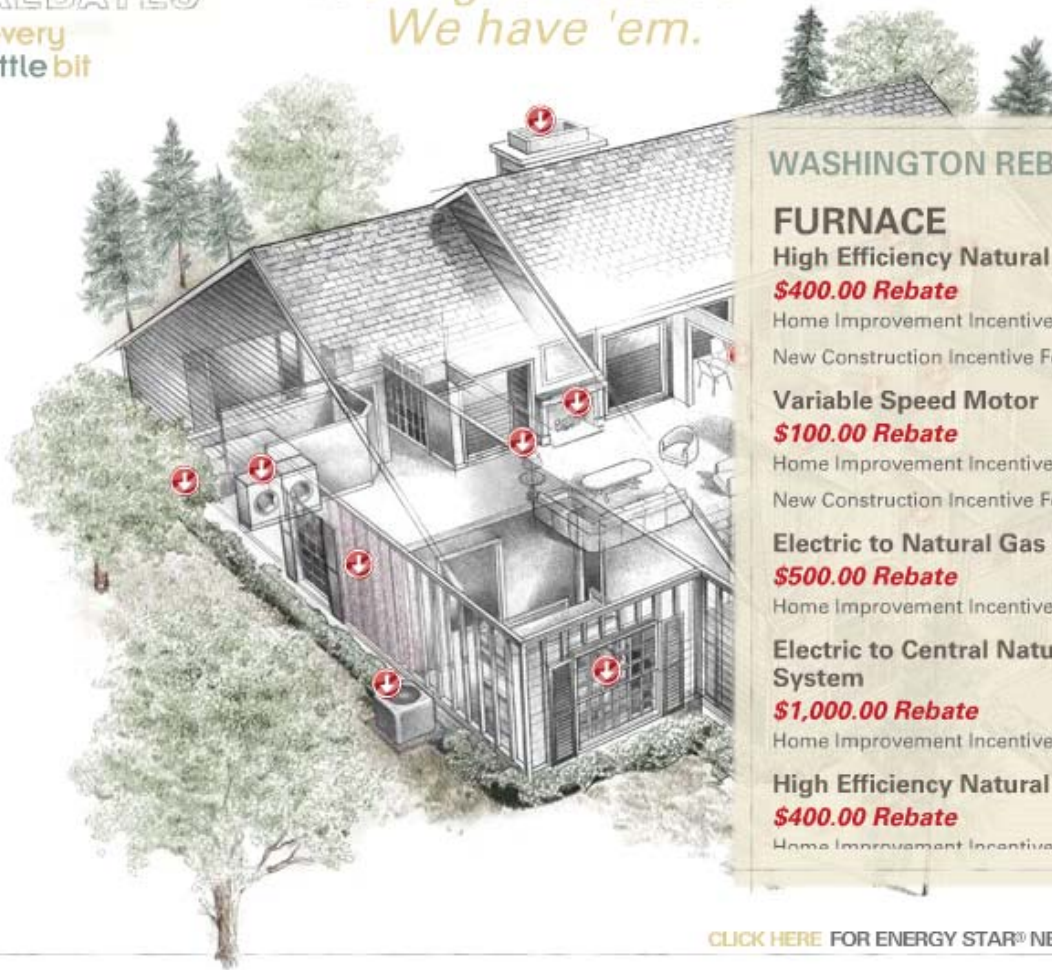
Easily identify rebate amount and download forms.

[CLICK HERE](#) FOR ENERGY STAR® NEW CONSTRUCTION REBATES

HOUSE OF
REBATES
every
little bit

Looking for rebates?
We have 'em.

SORT BY STATE



WASHINGTON REBATES

FURNACE

High Efficiency Natural Gas Furnace

\$400.00 Rebate

Home Improvement Incentive Form

New Construction Incentive Form

Variable Speed Motor

\$100.00 Rebate

Home Improvement Incentive Form

New Construction Incentive Form

Electric to Natural Gas Wall Heater

\$500.00 Rebate

Home Improvement Incentive Form

Electric to Central Natural Gas System

\$1,000.00 Rebate

Home Improvement Incentive Form

High Efficiency Natural Gas Boiler

\$400.00 Rebate

Home Improvement Incentive Form

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