



Advertising Expenses for the Test Year

July - December 2002

Project Code	FERC Account: 913*	Total
21000	BILL INSERTS	\$ 26,181
	Equal Pay (Production Coordination)	\$ 468
	Comfort Zone	\$ 15,907
	Energy Tips For Business	\$ 2,871
	LIEAP	\$ 3,270
	Low-Income Information	\$ 3,665
23000	UTILITY INFO. & SERVICES	\$ 6,642
	Saving Energy at Home	\$ 1,186
	Joint Trenching	\$ 983
	Cost Sheets	\$ 2,687
	Energy Assistance Radio PSA	\$ 1,786
24000	HIGH EFFICIENCY CAMPAIGN - FALL	\$ 321,515
	Print	\$ 51,879
	Radio	\$ 241,773
	Bill Insert	\$ 27,863
27000	ICOM CUSTOMER INFORMATION	\$ 15,902
	Gas Price Direct Mail	\$ 12,917
	Commercial Welcome Packet	\$ 2,985
28000	SAFETY INFORMATION	\$ 91,483
	Residential Welcome Packet	\$ 46,898
	Call Before You Dig Print Campaign	\$ 36,456
	Safety Media Plan	\$ 1,513
	Safety for Business	\$ 3,979
	Safety Magnets	\$ 2,637
29000	TELEPHONE DIRECTORY LISTINGS	\$ 25,403
2002 - Subtotal		\$ 487,126

***FERC Account Note:** 2002 expenses that qualify for recovery were coded using the "913" FERC code. After some analysis during this year's Oregon rate case, it was determined that those expenses should actually be categorized as "909". In 2003, that accounting change was made.

January - June 2003

Project Code	FERC Account: 909	Total
21000	BILL INSERTS	\$ 43,667
	LIEAP	\$ 5,933
	Low-Income Information	\$ 2,680
	Equal Pay	\$ 20,069
	Comfort Zone	\$ 14,996
23000	UTILITY INFO. & SERVICES	\$ 7,731
	On-Hold Messages	\$ 1,601
	Energy Tips for Home	\$ 4,168
	Unity	\$ 1,186
	Cost Sheets	\$ 846
24000	HIGH EFFICIENCY CAMPAIGN - WINTER	\$ 242,209
	Print	\$ 79,333
	Radio	\$ 129,387
	Bill Insert	\$ 33,489
28000	SAFETY INFORMATION	\$ 48,446
	Dig Safely TV PSA	\$ 5,000
	Kids Safety Interactive Game	\$ 3,500
	Safety Print Ads & Media Plan	\$ 39,946
29000	TELEPHONE DIRECTORY LISTINGS	\$ 49,739
	2003 - Subtotal	\$ 391,792

Test Year Summary

July - December 2002	\$ 487,126
January - June 2003	\$ 391,792
Total for Test Year	\$ 878,918
Washington Test Year Expenses	\$ 70,313.44
Customer count as of June 30, 2003: 50,948	
Per Customer Allocation Provided:	\$ 1.38
Recommended Allocation Per Customer	\$ 2.19
Recommended Expense Amount	\$ 111,576