

**2012 Gas Utilities Marketing Budget**

<b><u>Residential</u></b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
<b>Residential High Efficiency Heating, Etc. Equipment</b>	<b>\$29,700</b>	<b>\$9,875</b>	<b>\$39,575</b>
- Special Events	\$7,315	\$1,500	
- Gas Networks	\$5,970	\$4,400	
- Brochures and Mailing	\$5,969	\$2,000	
- Retraining Contractors	\$5,969	\$1,975	
- Staff Labor	\$4,477		
<b>Home Performance w/ENERGY STAR®</b>	<b>\$0</b>	<b>\$3,375</b>	<b>\$3,375</b>
- Special Events		\$1,375	
- Brochures and Mailing		\$2,000	
- Demo Unit			
- Staff Labor			
<b>Income Eligible</b>	<b>\$3,486</b>	<b>\$1,525</b>	<b>\$5,011</b>
- Special Events	\$2,963	\$1,525	
- Staff Labor	\$523		
<b>New Home Construction w/ENERGY STAR®</b>	<b>\$3,213</b>	<b>\$3,034</b>	<b>\$6,247</b>
- Special Events	\$963	\$1,200	
- Brochures and Mailing	\$643	\$1,834	
- Direct Mail to Builders	\$482		
- Co-marketing w/Builders	\$643		
- Staff Labor	\$482		
<b>Energy Audit w/Home Performance</b>	<b>\$21,981</b>	<b>\$0</b>	<b>\$21,981</b>
- Special Events	\$8,792		
- Brochures and Mailing	\$9,892		
- Staff Labor	\$3,297		
<b>Building Practices and Demonstration</b>	<b>\$2,191</b>	<b>\$0</b>	<b>\$2,191</b>
- Brochures and Mailing	\$1,862		
- Staff Labor	\$329		
<b>Other</b>	<b>\$147</b>	<b>\$350</b>	<b>\$497</b>
- NHSaves Web Site Updates	\$147	\$350	
<b><i>Subtotal Residential</i></b>	<b>\$60,718</b>	<b>\$18,159</b>	<b>\$78,877</b>

<b><u>Commercial &amp; Industrial</u></b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
<b>New Equipment &amp; Construction</b>	<b>\$37,588</b>	<b>\$1,000</b>	<b>\$38,588</b>
- Special Events / Business Expos	\$7,448	\$500	
- Brochures and Mailing	\$13,187	\$500	
- Gas Networks	\$5,651		
- Contractor Retraining	\$5,651		
- Staff Labor	\$5,651		
<b>Large C&amp;I Retrofit</b>	<b>\$22,413</b>	<b>\$1,100</b>	<b>\$23,513</b>
- Special Events / Business Expos	\$6,724	\$600	
- Brochures and Mailings	\$12,327	\$500	
- Staff Labor	\$3,362		
<b>Small Business Energy Solutions</b>	<b>\$6,008</b>	<b>\$1,157</b>	<b>\$7,165</b>
- Special Events / Business Expos	\$1,803	\$657	
- Brochures and Mailings	\$3,304	\$500	
- Staff Labor	\$901		
<b>Multi-Family Retrofit</b>	<b>\$0</b>	<b>\$417</b>	<b>\$417</b>
- Special Events / Business Expos			
- Letters, Brochures and Mailing		\$417	
- Staff Labor			
<b>Other</b>	<b>\$88</b>	<b>\$350</b>	<b>\$438</b>
- NHSaves Web Site Updates	\$88	\$350	
<b>Subtotal C&amp;I&amp;M</b>	<b>\$66,097</b>	<b>\$4,024</b>	<b>\$69,683</b>
<b>Grand Total</b>	<b>\$126,815</b>	<b>\$22,183</b>	<b>\$148,998</b>

\* includes an allocation for utility website, newsletter, etc.

Home Performance with Energy Star is included in Energy Audit with Home Performance for National Grid NH

<b>NH Gas Utilities Marketing Budget</b>			
<b><u>Residential</u></b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
Residential High Efficiency Heating, Etc. Equipment	\$29,700	\$9,875	\$39,575
Home Performance w/ENERGY STAR®	\$0	\$3,375	\$3,375
Income Eligible	\$3,486	\$1,525	\$5,011
New Home Construction w/ENERGY STAR®	\$3,213	\$3,034	\$6,247
Energy Audit w/Home Performance	\$21,981	\$0	\$21,981
Building Practices and Demonstration	\$2,191	\$0	\$2,191
Other - NHSaves Web Site Updates	<u>\$147</u>	<u>\$350</u>	<u>\$497</u>
<b>Subtotal Residential</b>	<b>\$60,718</b>	<b>\$18,159</b>	<b>\$78,877</b>
<b><u>Commercial &amp; Industrial</u></b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
New Equipment & Construction	\$37,588	\$1,000	\$38,588
Large C&I Retrofit	\$22,413	\$1,100	\$23,513
Small Business Energy Solutions	\$6,008	\$1,157	\$7,165
Multi-Family Retrofit	\$0	\$417	\$417
Other - NHSaves Web Site Updates	<u>88</u>	<u>350</u>	<u>438</u>
<b>Subtotal C&amp;I&amp;M</b>	<b>\$66,097</b>	<b>\$4,024</b>	<b>\$70,121</b>
<b>Grand Total</b>	<b>\$126,815</b>	<b>\$22,183</b>	<b>\$148,998</b>

Jan-Sep 2012

<b>NH Gas Utilities Marketing Spent</b>				
Note	Residential	NGRID NH	Northern	Total
1	Residential High Efficiency Heating, Etc. Equipment	\$7,585	\$483	\$8,068
2	Home Performance w/ENERGY STAR®		\$1,262	\$1,262
3	Income Eligible	\$0	\$0	\$0
4	New Home Construction w/ENERGY STAR®	-\$1,998	\$0	-\$1,998
5	Energy Audit w/Home Performance	\$19,234	\$0	\$19,234
6	Building Practices and Demonstration	\$110	\$0	\$110
7	Other - NHSaves Web Site Updates		\$0	\$0
	<b>Subtotal Residential</b>	<b>\$24,931</b>	<b>\$1,745</b>	<b>\$26,676</b>
<b>Commercial &amp; Industrial</b>				
		NGRID NH	Northern	Total
8	New Equipment & Construction	\$11,594	\$0	\$11,594
9	Large C&I Retrofit	\$4,226	\$0	\$4,226
10	Small Business Energy Solutions	\$764	\$750	\$1,514
11	Multi-Family Retrofit	\$0	\$0	\$0
12	Other - NHSaves Web Site Updates		\$0	\$0
	<b>Subtotal C&amp;I&amp;M</b>	<b>\$16,584</b>	<b>\$750</b>	<b>\$17,334</b>
	<b>Grand Total</b>	<b>\$41,515</b>	<b>\$2,495</b>	<b>\$44,010</b>

Notes

- 1 Rebate form created
- 2 Brochure created, printed
- 7 Rebate form created
- 8 Email blasts to 7,000 gas heat customers

<b>NH Gas Utilities Marketing Balance</b>			
<b>Residential</b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
Residential High Efficiency Heating, Etc. Equipment	\$22,115	\$9,392	\$31,507
Home Performance w/ENERGY STAR®	\$0	\$2,113	\$2,113
Income Eligible	\$3,486	\$1,525	\$5,011
New Home Construction w/ENERGY STAR®	\$5,211	\$3,034	\$8,245
Energy Audit w/Home Performance	\$2,747	\$0	\$2,747
Building Practices and Demonstration	\$2,081	\$0	\$2,081
Other - NHSaves Web Site Updates	\$147	\$350	\$497
<b>Subtotal Residential</b>	<b>\$35,787</b>	<b>\$16,414</b>	<b>\$52,201</b>
<b>Commercial &amp; Industrial</b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
New Equipment & Construction	\$25,994	\$1,000	\$26,994
Large C&I Retrofit	\$18,187	\$1,100	\$19,287
Small Business Energy Solutions	\$5,244	\$407	\$5,651
Multi-Family Retrofit	\$0	\$417	\$417
Other - NHSaves Web Site Updates	\$88	\$350	\$438
<b>Subtotal C&amp;I&amp;M</b>	<b>\$49,513</b>	<b>\$3,274</b>	<b>\$52,787</b>
<b>Grand Total</b>	<b>\$85,300</b>	<b>\$19,688</b>	<b>\$104,988</b>