## 2011 CORE Utilities Marketing Budget

<table>
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<tr>
<th>Program</th>
<th>NGRID</th>
<th>NHEC</th>
<th>PSNH</th>
<th>Unitil</th>
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</table>
## 2011 CORE Utilities Marketing Budget

<table>
<thead>
<tr>
<th>Commercial, Industrial, and Municipal</th>
<th>NGRID</th>
<th>NHEC</th>
<th>PSNH</th>
<th>Unitil</th>
<th>Total</th>
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<td>- Special Events / Business Expos</td>
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<td>$93,485</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td>$40,453</td>
<td>$22,402</td>
<td>$346,786</td>
<td>$108,127</td>
<td>$517,768</td>
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* includes an allocation for utility website, newsletter, etc.
## NH CORE Energy Efficiency Marketing - Budget

<table>
<thead>
<tr>
<th>Residential Programs</th>
<th>NGRID</th>
<th>NHEC</th>
<th>PSNH</th>
<th>Unitil</th>
<th>Total</th>
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<tbody>
<tr>
<td>ENERGY STAR® Homes</td>
<td>$2,967</td>
<td>$1,150</td>
<td>$7,700</td>
<td>$5,000</td>
<td>$16,817</td>
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<tr>
<td>Home Performance w/ENERGY STAR®</td>
<td>$2,124</td>
<td>$1,150</td>
<td>$13,200</td>
<td>$8,000</td>
<td>$24,474</td>
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<tr>
<td>ENERGY STAR® Appliances</td>
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<td>$39,608</td>
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<td>$1,000</td>
<td>$15,561</td>
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<td>$317,357</td>
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<td>$18,950</td>
<td>$301,531</td>
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<th>Commercial, Industrial, and Municipal Programs</th>
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<td>$45,255</td>
<td>$36,627</td>
<td>$93,485</td>
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<p>| Grand Total                                   | $40,453| $22,402| $346,786| $108,127| $517,768|</p>
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<tr>
<th>Residential Programs</th>
<th>NGRID</th>
<th>NHEC</th>
<th>PSNH</th>
<th>Unitil</th>
<th>Total</th>
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**Grand Total**                                           | $8,185| $6,536| $90,226| $73,864| $178,811   |

Notes:
1. Staffed booths at Homebuilders & Remodelers Show (Mar 4-6) and NH Statewide Home Show.
2. Developed and sent out bill inserts.
3. Revised point-of-purchase materials and rebate coupons for placement at NH retail stores.
4. Sponsored regional conference.
5. Revised point-of-purchase materials and rebate coupons for placement at NH retail stores.
6. Other expenses for 800 phone line expenses, online catalog development.
7. Updated rebate forms, printed cut sheets, sponsored trade show.
8. Updated rebate forms, printed cut sheets.
9. Worked with restaurant and lodging industry to review energy efficiency opportunities.
   Direct mailing to small business customers, sponsored trade show, printed cut sheets.
## NH CORE Energy Efficiency Marketing - Balance

<table>
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<tr>
<th>Residential Programs</th>
<th>NGRID</th>
<th>NHEC</th>
<th>PSNH</th>
<th>Unitil</th>
<th>Total</th>
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</table>

<table>
<thead>
<tr>
<th>Commercial, Industrial, and Municipal</th>
<th></th>
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</tr>
</thead>
<tbody>
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<td>New Equipment &amp; Construction</td>
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</tbody>
</table>

| Grand Total                          | **$32,268** | **$15,866** | **$256,560** | **$34,263** | **$338,957** |