**Section 275.30 Promotional Practices or Allowances Prohibited**

No electric or gas utility and/or its affiliates shall, without first obtaining specific authorization from this Commission, engage in or make any of the following promotional practices or allowances:

a) Make any loans, guarantee of loans or grants to any group, corporation or individual for building construction; or engage, in any way, in the investment in or financing of any non-utility property for the purpose or evident design of inducing the use of utility service;

b) Make any payment to any group, corporation or individual for any promotional, advertising or publicity purpose of any of said group, corporation or individual except for payments not exceeding one-half the cost for joint advertising with dealers of electric or gas appliances for the sale of said appliances;

c) Make any payment or extend any other consideration to architects, engineers, builders, subdividers or others for work done on property not owned by said electric or gas utility and/or its affiliated companies except for feasibility studies to determine the cost of using electricity or gas;

d) Purchase or acquire for the purpose of leasing or renting to others, or make loans to others for the purchase of any electric or gas equipment, appliance or facilities, the cost of which exceeds $2,500.00 for each specific location, without first having obtained the approval of this Commission;

e) Guarantee the maximum dollar amount of electric or gas bills.