**Section 295.30 Allowable Advertising Expenses**

The following categories of advertising shall be considered allowable operating expenses:

a) *Advertising which informs consumers how they can conserve energy or can reduce peak demand for electric or gas energy;*

b) *Advertising required by law or regulations, including advertising required under Part I of Title II of the National Energy Conservation Policy Act (see 42 U.S.C. Chapter 91, Subchapter II)*;

c) *Advertising regarding service interruptions, safety measures or emergency conditions;*

d) *Advertising concerning employment opportunities with such utility;*

e) *Advertising which promotes the use of energy efficient appliances, equipment or services;*

f) *Explanations of existing or proposed rate schedules or notifications of hearings thereon;*

g) Advertising regarding customer service which directly relates to the utility service received by the customer, identifies company employees and their functions, explains the company's terms and conditions of service and identifies the location and operating hours of company business offices;

h) Advertising which promotes the shifting of demand from peak to off-peak hours or which encourages the off-peak usage of the service;

i) "Other" categories of advertisements not includable in subsections (a) through (h) but which are not political, promotional, institutional or goodwill advertisements.