

KAW_R_LFCDR1#45_Advertising_062504
Account 120121 575030.16

#	Date	Amount	Document	Invoice	Description	Comments	Of Material Benefit to Ratepayers?
1	8/6/2003	500.00	40520457	16442	Pineville High School - Sponsor Laurel Bowl - Blue Thumb ad	Ad attached to response	No. Non-regulated business; conservation related ad
2	8/6/2003	2,500.00	40520459	16444	Lexington Children's' Museum - Sponsor Stream Table Lafayette Volleyball - Full-page ad in 2003 Program - Refreshing and conveniently available with fill & chill	Ad attached to response	Yes. Education related
3	8/8/2003	150.00	40522549	16621	bottle	Information attached to response	Yes. Offers savings over bottled water
4	8/18/2003	2,150.00	40530188	873204	WLEX-TV - KY AM WATER conservation tips	Reference item 4	Yes. Conservation
30	8/18/2003	3,288.00	40530190	20054	Clear Channel Lexington - Water Tips on radio	Reference item 4	Yes. Conservation
31	8/18/2003	575.00	40530191	105460	WLEX-TV Water Tips on TV	Reference item 4	Yes. Conservation
32	8/18/2003	1,050.00	40530192	73103	WKYT-TV Water Tips on TV	Reference item 4	Yes. Conservation
33	8/18/2003	2,340.00	40530206	30710114	WTVQ-TV Water Tips on TV	Reference item 4	Yes. Conservation
49	8/19/2003	800.00	40531282	726402	Cumulus Broadcasting Water conservation radio	Reference item 4	Yes. Conservation
50	8/19/2003	3,200.00	40531283	725404	Cumulus Broadcasting Water conservation radio	Reference item 4	Yes. Conservation
34	9/24/2003	1,584.00	40560662	65589	Insight Media Water Tips on TV	Reference item 4	Yes. Conservation
35	9/24/2003	1,448.76	40560666	3237	500 Shower Heads	Reference item 4	Yes. Conservation
36	9/24/2003	2,770.00	40560673	716606	WKYT - Water conservation TV	Reference item 4	Yes. Conservation
37	9/24/2003	200.00	40560675	726405	Cumulus Broadcasting Water conservation radio	Reference item 4	Yes. Conservation
38	9/24/2003	1,600.00	40560676	725407	Cumulus Broadcasting Water conservation radio	Reference item 4	Yes. Conservation
5	9/29/2003	3,200.00	40564367	19815	WLEX-TV - Water Tips 6/1/30/03	Reference item 4	Yes. Conservation
39	9/30/2003	1,575.00	40566475	107914	WLEX-TV Water Tips on TV	Reference item 4	Yes. Conservation
40	10/1/2003	415.00	40566670	30910001	WTVQ-TV Water Tips on TV	Reference item 4	Yes. Conservation
41	10/1/2003	2,445.00	40566678	30810193	WTVQ-TV Water Tips on TV	Reference item 4	Yes. Conservation
6	10/3/2003	15.90	40568762	17331	Direct Response - Resize Blue Thumb ad	Reference item 1	Yes. Conservation
7	10/3/2003	79.50	40568763	17420	Direct Response - job # 17256 - 2003 Annual Water Quality Report graphics	Not sized for copying - will provide copies on request	Yes. Required by regulation
42	10/22/2003	850.00	40584810	93003A	Lexington Herald-Leader - Ad in grand tour of homes	Ad attached to response	Yes. Conservation
43	10/29/2003	1,512.50	40591565	31020	EsRock Partners - Water Eco ad and bill insert	Did not receive copies of final - will contact vendor for copy on request	Yes. Conservation
9	11/4/2003	6,715.78	40595120	17515	Direct Response - job # 17247 - Express Check Lamar Companies - 1200001s - Outdoor board - Water	Ad attached to response	Yes. Express check is a time saving direct pay service
10	11/13/2003	2,000.00	40603890	7273246	is Worth Using Wisely	Ad attached to response	Yes. Conservation
44	12/11/2003	15.90	40629602	17920	Edit Ad - Boy in bathtub	Ad attached to response	Yes. Conservation
11	12/17/2003	850.00	40633495	110030	Cumberland Broadcasters - Tubby Smith Show UK Basketball Package Radio	Information attached to response	No. Pineville area
12	1/19/2004	1,825.00	40657841	70030	The Lane Report	Ad attached to response	Yes. See response to AGKYDR1#160
45	1/19/2004	1,700.00	40657972	2003123	Lextran Bus	Ad attached to response	Yes. Conservation
13	2/10/2004	850.00	40674536	2680	CCR Graphic Production	Not sized for copying - will provide copies on request	Yes. Required by regulation
46	3/16/2004	1,717.00	40701903	2003137	Lextran Bus	Reference item 45	Yes. Conservation

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47	3/16/2004	1,700.00	40701910	2003132	Lextran Bus EsRock Partners - Art direction for outdoor board and	Reference item 45	Yes. Conservation
48	3/19/2004	519.78	40704381	40234	Lextran signage		Yes. Conservation
14	4/15/2004	2,994.00	407248686	34081	Alcom Printing Group Inc. - Ripple Effect Cumberland Broadcasters - Tubby Smith Show UK	Ad attached to response Information attached to	Yes. Education related
15	4/22/2004	850.00	40730114	30032	Basketball Package Radio	response	No. Pineville area
16	4/27/2004	415.00	40735066	2791	Water for Life Bill Insert - Direct Impact Marketing	Did not receive copies of final - will contact vendor for copy on	Yes. Providing an alternative to low income customers
17	4/27/2004	535.00	40735067	2790	Graphics for Ripple Effect bill insert	request Reference item 14	Yes. Education related
18	5/3/2004	2,994.00	40739435	34067	Alcom Printing Group Inc. - Water for Life bill insert	Did not receive copies of final - will contact vendor for copy on	Yes. Providing an alternative to low income customers
19	5/3/2004	80.00	40739445	44112	Alcom Printing Group Inc.	request Freight on Water for Life bill insert	Yes. Providing an alternative to low income customers
20	5/11/2004	3,630.00	40746054	34268	Alcom Printing Group Inc. - CCR Central Division	Not sized for copying - will provide copies on request	Yes. Required by regulation
21	5/11/2004	84.91	40746055	44045	Alcom Printing Group Inc. Advanced Communications Agency - CCR's Northern	Freight on CCR's	Yes. Required by regulation
22	5/17/2004	1,252.91	40750431	15723	Davison	Not sized for copying - will provide copies on request	Yes. Required by regulation
23	5/18/2004	1,724.41	40751610	4168700	Lexington Herald-Leader - Annual hydrant flushing	Ad attached to response	Yes. Service to customers Yes. Educating customers about the safety and reliability of the water they drink is of material benefit
24	5/25/2004	350.00	40757965	36376	Lexington Apartment Association ad in August directory Greater Lexington Chamber of Commerce - ad for 2003	Ad attached to response	
25	5/25/2004	1,195.00	40757966	36377	Guide to Lexington Cumberland Media Group - Mountain Laurel Festival	Ad attached to response	Yes. Community service
26	6/16/2004	600.00	40773757	50026	Radio		No. Non-regulated business
27	6/16/2004	844.00	40774206	54304	Alcom Printing Company - 2004 Ripple Effect bill insert	Did not receive copies of final - will contact vendor for copy on	Yes. Education related
28	6/16/2004	1,050.00	40774212	2851	Direct Impact Marketing - Final Prod 2 CCR's	request Not sized for copying - will provide copies on request	Yes. Required by regulation
29	6/16/2004	335.00	40774213	2875	Direct Impact Marketing - Ripple Effect bill insert Advanced Communications Agency - National Award bill	Did not receive copies of final - will contact vendor for copy on	Yes. Education related
8	10/13/2004	1,461.78	40577416	150989	insert	request Ad attached to response	Yes. See response to AGKYDR1#160