

KENTUCKY-AMERICAN WATER COMPANY
December 2004 - November 2005
DETAIL FORM

OBJECT DESCRIPTION:

Advertising

BUSINESS UNIT:

120121

OBJECT:

575030.0000

SUBSIDIARY:

16.0000

LINE NUMBER (168):

21

Description	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005	Jun 2005	Jul 2005	Aug 2005	Sep 2005	Oct 2005	Nov 2005	Dec 2004	Total
575030.1605 - Newspapers:													
Drinking Water Week					1,025								1,025
Home Builders Grand Tour Ad													
Home Builders Parade of Homes Ad													
Consumer Confidence Report Ad						1,230							1,230
575030.1610 - Television:													
575030.1615 - Radio:													
575030.1620- Customer Handouts:													
Customer Service Guide Inserts				2,050									2,050
Public Education Materials			1,538					1,538					3,076
Newsletters - community			2,050		2,050		2,050		2,050				8,200
Community Investment Report											6,150		6,150
Miscellaneous Ads	103	103	103	103	103	103	103	103	103	102	103	102	1,234
Hydrant Flushing Ad				1,230									1,230
Water Quality brochure reprint		2,563											2,563
575030.1625 - Bill Inserts:													
From the Tap							5,125				5,127		10,252
Consumer Confidence Report				20,500									20,500
Immunocompromised Customers			5,124										5,124
Ripple Effect		4,100											4,100
Customer Appreciation	5,127												5,127
575030.1635 - Conservation:													
Television:													
Conservation Tips				4,597	4,597	4,602	4,597	4,597	4,597				27,587
Cable Programming(Leak Detection)		2,254						2,255					4,509
Radio:													
Conservation Messages					5,125	5,125	5,125	5,125					20,500
Bill Inserts:													
Conservation Tips					5,125			5,122					10,247
Total	5230	9020	8815	29480	18025	11060	17000	18740	6750	102	11380	102	134704