**Section 275.40 Standards Governing Promotional Practices and Allowances**

All promotional practices and allowances must be:

a) Not unlawfully or unreasonably discriminatory and uniformly applied (No public electric or gas utility or its affiliates shall, directly or indirectly, in any manner or by any device whatsoever, offer or grant to any group, corporation or individual any form of promotional practice or allowance except such as is uniformly extended to all groups, corporations or individuals in a reasonably defined class. No public electric or gas utility or its affiliates shall, in the granting of a promotional practice or allowance, make, offer or grant any preference or advantage to any group, corporation or individual or subject any group, corporation or individual to any prejudice or disadvantage. No public electric or gas utility or its affiliates shall establish or maintain any unreasonable difference in the offering or granting of promotional practices or allowances either as between localities or as between classes to whom promotional practices are offered or granted. No public electric or gas utility or its affiliates shall classify the groups, corporations or individuals to whom its promotional practices or allowances are offered or granted except to the extent permitted by the Public Utilities Act of the State of Illinois);

b) Reasonable as a business practice, economically feasible and compensatory;

c) Reasonably calculated to benefit both the utility and its customers;

d) Just and reasonable.