**Section 295.20 Definitions**

a) *Advertising – The term Advertising means the commercial use, by an electric or gas utility, of any media, including newspapers, printed matter, radio and television, in order to transmit a message to a substantial number of members of the public or to such utility's consumers.* In determining what constitutes a "substantial number," the Commission shall consider, among other things, the medium of communication used, the actual number of persons reached, and the size of the utility involved.

b) *Political Advertising – The term Political Advertising means any advertising for the purpose of influencing public opinion with respect to the legislative, administrative or electoral matters, or with respect to any controversial issue of public importance.*

c) *Promotional Advertising – The term Promotional Advertising means any advertising for the purpose of encouraging any person to select or use the service or additional service of a utility or the selection or installation of any appliance or equipment designed to use such utility's service.*

d) Goodwill or Institutional Advertising – The term Goodwill or Institutional Advertising means any advertising either on local or national basis designed primarily to bring the utility's name before the general public in such a way as to improve the image of the utility or to promote controversial issues for the utility or the industry.