

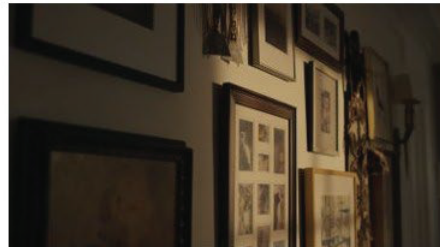
2024 Advertising Samples

The enclosed are advertising samples consistent with the reports filed pursuant to § 20:10:23:02.

Institutional Advertising

TV/Digital Video Safety

"The Source" :15 (All)



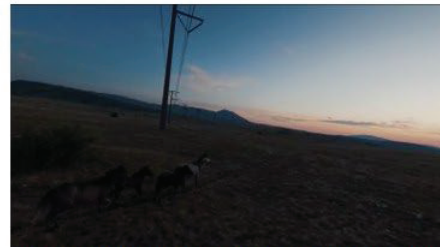
Video: Open with someone walking through their home. Cut to an aerial shot of a wind turbine.

VO: AT XCEL ENERGY...



Video: Cut to quick shots of a wind turbine, a power line worker, and a solar field.

VO: WE WORK TO KEEP ENERGY SAFE,
RELIABLE, AND MORE AFFORDABLE...



Video: Cut to aerial views of transportation lines. End on an illuminated house in the evening.

VO: BECAUSE WHILE IT'S IMPORTANT WHERE
ELECTRICITY COMES FROM, WE'RE JUST AS
FOCUSED ON WHERE IT'S GOING.



Super: Xcel Energy®

xcelenergy.com/Safety

TV/Digital Video Reliability

“Your Power, Our Power” :15 (CO, MN, TX, WI, MI, ND, SD)



Video: Open on lighting striking in the sky.

VO: WHEN THE UNEXPECTED HAPPENS...



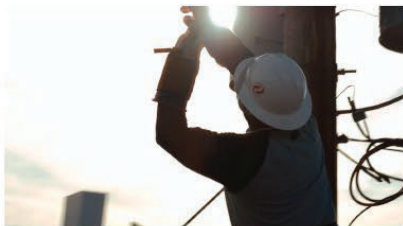
Video: Cut to a house with the lights going out.

VO: WE TAKE EVERY STEP TO GET YOUR LIGHTS BACK ON QUICKLY.



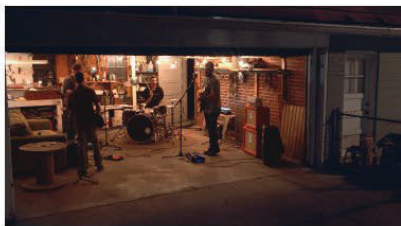
Video: Cut to a montage of the Xcel Energy grid and shots of Xcel storm restoration forces.

VO: BECAUSE YOUR POWER IS OUR POWER.



Video: We see shots of regular people and Xcel Energy employees.

VO: IT'S WHY WE MAINTAIN, REPAIR AND PROTECT THE GRID.



Video: Cut to the power being restored, lights turning on in a home, a band playing in the garage.

VO: SO WE CAN PROVIDE RESILIENT, RELIABLE ENERGY.



Video: Cuts to a truck driving through a wind farm

SUPER: Xcel Energy®

This is how the future is made.

 **Xcel Energy: South Dakota**
January 20 · 🌐

Our #XEProud employees are dedicated to giving back to the communities we serve. Huge thanks to [Washington Pavilion](#) and [HandsOn Twin Cities](#) for enabling members of our Pro Bono Skills-based Volunteer Program to join you in your mission. Together, we're making a positive impact in South Dakota.

Learn more about our commitment to giving back: <http://spr.ly/6187rxhWt>

We're #XEProud to give back



  2

 Like  Comment  Share

 **Xcel Energy** @xcelenergy · Feb 2

Our new clean energy plan for the Upper Midwest is projected to deliver more than 80% carbon-free electricity to customers by 2030, while continuing to provide reliable, affordable service.

 4  8  10  1.6K  

Sioux Falls Chamber Ad Placement

(SD)

Headline

Together, We Put Good Energy into the Community

Body Copy

For us, serving this community doesn't stop at supplying energy. It's so much bigger. That's why we buy locally. That's why we invest here. That's why we put in the work to make your energy safer, more reliable and more affordable. Energy you can trust to keep your home warm all winter and bright all summer long. We give back to this community like we live here. Because we do.

Visit xcelenergy.com to learn more.



Safety Always - :30 (All States)

2024 Safety Anthem - 16x9, 1x1, 9x16



Video: Open on people interacting with energy in their home & lives



Video: Cut to an array of these small energy moments filling up the screen, collapsing into footage of an employee walking through solar panels.



Super: SAFE

VO: NO MATTER HOW YOU USE ENERGY, IT NEEDS TO BE SAFE.



Video: Cut to a montage of employees doing everything they do - climbing up power lines, evaluating solar panels & testing outlets and power meters.

VO: AT XCEL ENERGY, OUR EMPLOYEES WORK TIRELESSLY TO RESTORE POWER AFTER OUTAGES, UPDATE AND PROTECT THE GRID. ...



Video: Cut to image of two children playing inside their softly lit blanket fort, cutting to a hand turning down a thermostat.

VO: ... AND ABOVE ALL, DELIVER ENERGY TO YOU.



Video: Close on footage of wind farms with a windmill spinning center frame.

Super: Xcel Energy®
xcelenergy.com/Safety

VO: BECAUSE WHILE WHAT WE PROVIDE IS ESSENTIAL, GETTING IT TO YOU SAFELY IS VITAL.

Carmichael Lynch.

Come Together. Stand Apart.



Your Power, Our Power - :30 (All States)

Reliability - 16x9



Video: Open on lighting striking in the sky.

VO: WHEN THE UNEXPECTED HAPPENS...



Video: Cut to a house with the lights going out.

VO: WE TAKE EVERY STEP TO GET YOUR LIGHTS
BACK ON QUICKLY.



Video: Cut to a montage of the Xcel Energy grid and
shots of Xcel storm restoration forces.

VO: AT XCEL ENERGY, WE ALSO TAKE IT
PERSONALLY.



Video: We see shots of regular people and Xcel Energy
employees.

VO: BECAUSE YOUR POWER IS OUR POWER. OUR
EMPLOYEES, YOUR NEIGHBORS.



Video: Cut to the power being restored, lights turning on
in a home, a band playing in the garage.

VO: IT'S WHY WE MAINTAIN, REPAIR, AND
PROTECT THE GRID. SO WE CAN PROVIDE WHAT'S
IMPORTANT TO YOU.



Video: Cut to an Xcel Energy employee on a windmill, a
truck driving through a wind farm.

VO: AND TO US: RESILIENT, RELIABLE ENERGY.

SUPER: Xcel Energy®

This is how the future is made.

Carmichael Lynch.

Come Together. Stand Apart.



Social Copy

Accompanies video spots

Your Power, Our Power :15 & :30 -
Reliability **(All States)**
(1x1)

SOCIAL:

At Xcel Energy, your power is our power. So when the unexpected happens and the lights go out, we do everything we can to get them back on quickly. It's why we maintain, repair, and protect the grid 24/7.

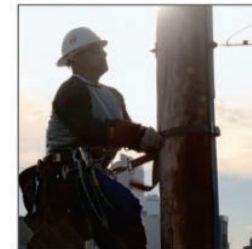
YOUTUBE:

Title: Your Power, Our Power

At Xcel Energy, your power is our power. So when the unexpected happens and the lights go out, we do everything we can to get them back on quickly. It's why we maintain, repair, and protect the grid 24/7. This is how the future is made.

Carmichael Lynch.

Come Together. Stand Apart.



SD Jurisdiction Banners

Statics



Sizes:

- 300x250
- 160x600
- 300x600
- 320x50
- 728x90

Conservation Advertising

:30 SCRIPT

KELO

[Graphic: Xcel Energy logo upper right]

Narrator (VO):

Want to cut energy costs by up to 75%? Upgrade your workspace with tailored LED solutions that not only save you money but elevate your work environment.

[B-roll: Employees in a conference room, engaged and focused under well-lit conditions.

[The Project Team Is Participating In A Business Meeting 4K Stock Video - Download Video Clip Now - iStock \(istockphoto.com\)\]](#)

Narrator (VO):

Get expert advice from Xcel Energy advisors today on how to enhance your energy efficiency. Plus, take advantage of their bonus rebates to offset the cost of your LED upgrades.

[B-roll: A maintenance worker installing lighting.

[Close Up Of Male Electrician Solving Electricity Installation Problem 4K Stock Video - Download Video Clip Now - iStock \(istockphoto.com\)\]](#)

*[Graphics: bolded dates, "**Act Fast! Rebates End Soon! + QR Code Starts here until end card**"]*

Narrator (VO):

But act fast—rebates are for a limited time only! Install by November 15th and submit your application by December 1st to qualify. Don't miss out!

[End Card Graphic: Company logo and webpage URL on screen + rebate deadlines in a graphic element]

Narrator (VO):

Visit Xcel Energy dot com slash Lighting Efficiency and start saving today!

[Graphic: "Scan QR code for more information" with QR code]

Smart Meter (YouTube & Meta)

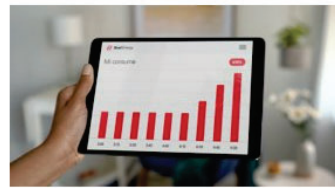
Go You (Eng) - :15

(Smart Meter) (CO, MN, ND, SD, WI, TX)



Video: We open on a slow zoom in on a smart meter.

VO: THIS IS A SMART METER FROM XCEL ENERGY.



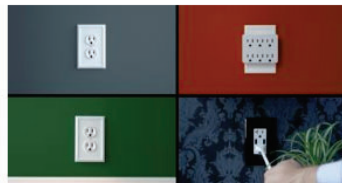
Video: Cut to a hand holding a tablet showing the app.

VO: IT CAN DO SMART THINGS LIKE DEMYSTIFY
YOUR ENERGY USAGE.



Video: Cut to multiple shots of hands unplugging cords
from outlets.

VO: SO YOU CAN MAKE SMART CHANGES.



Video: Cut to multiple shots of hands unplugging cords
from outlets.



Super: SMART METER. SMART CHOICES.

VO: SMART METER. SMART CHOICES.



Super: Xcel Energy®
xcelenergy.com/SmartMeter

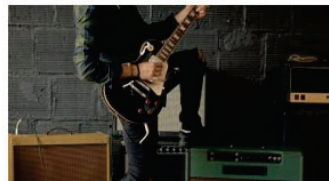
Smart Meter (YouTube & Meta)

Guitar (Eng)- :15
(Smart Meter) (CO, MN, ND, SD, WI, TX)



Video: We open a hand plugging in a guitar from his amp.

VO: THE SMART METER FROM XCEL ENERGY GIVES YOU



Video: Camera pulls out and you see a guy jamming out on his guitar.

VO: DETAILED ENERGY DATA SO YOU CAN MAKE SMART CHOICES.



Video: Cut to a split screen of a hand pulling electrical plug from wall.



Video: Cut to shot of hand holding a tablet showcasing the app.

VO: YOU KNOW, ENERGY-WISE.



Video: Cut to image of an Xcel Energy Smart Meter on the side of a house.

Super: SMART METER. SMART CHOICES.

VO: SMART METER. SMART CHOICES.



Super: Xcel Energy®
xcelenergy.com/SmartMeter

Social Copy

Accompanies video spots

Same Page :30 - DSM Anthem
(All States)
(1x1 & 9x16)

YOUTUBE TITLE:

Same Page

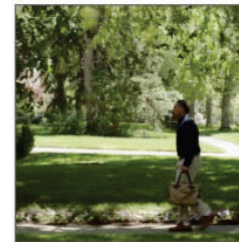
YOUTUBE COPY:

We all use energy. But not everyone in your home has the exact same idea about *how* to use energy. Our programs and rebates make energy in your home more affordable and easier to agree on. [199]

Learn how to save at [xcelenergy.com/EnergySolutions](https://www.xcelenergy.com/EnergySolutions)

SOCIAL:

Hard to get everyone on the same page about how to use energy? Our programs and rebates make energy upgrades in your home more affordable and easier to agree on. [157]



Carmichael Lynch.

Come Together. Stand Apart.



DSM Anthem Banners (All States)

Statics



Sizes:

- 300x50
- 320x50
- 728x90



Sizes:

- 300x600
- 160x600
- 300x250

Carmichael Lynch.

Come Together. Stand Apart.



Safety Advertising

TV/Digital Video Safety

Call Before You Dig “We Believe” 2 Day :15 (MN, ND, NM, SD, TX)



Video: Open on a man watching a how-to video on koi pond construction.

VO: YOU WANT TO DO IT YOURSELF.



Video: Zoom out to see backyard is a mess - overgrown plants, shed in rough shape.

VO: AT XCEL ENERGY, WE WANT TO HELP YOU DO IT YOURSELF SAFELY.



Video: Shot of man looking around, unsure where to start.



Contact 811 at least 2 business days before you dig.

Video: Man starts to scrape at leaves with shovel.

VO: TO AVOID UNDERGROUND UTILITY LINES, CONTACT 8-1-1 AT LEAST 2 BUSINESS DAYS BEFORE YOU DIG, NO MATTER HOW AMBITIOUS YOUR PROJECT IS.



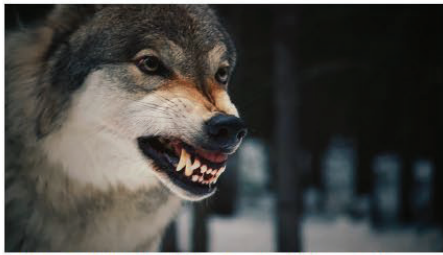
Video: Man leans on shovel looking exhausted.

Logo: Xcel Energy®

xcelenergy.com/Safety

TV/Digital Video Safety

Downed Lines “Oh My” :15 (All)

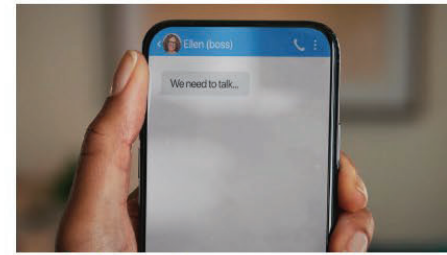


Video: Open with montage of scary situations... Wolf growling...

VO: YOU KNOW SCARY STUFF WHEN YOU SEE IT.



Video: Rattlesnake rattling...

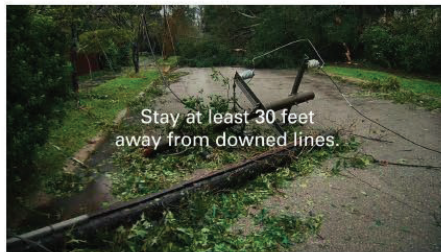


Video: A message from your boss saying "We need to talk..."



Video: Cut to a shot of a downed power line after a storm, not moving or sparking.

VO: IF YOU SEE A DOWNED POWER LINE, ALWAYS ASSUME IT'S ELECTRIFIED



Video: Hold on the downed line.

Super: Stay at least 30 feet away from downed lines.

VO: AND STAY AT LEAST 30 FEET AWAY.



Logo: Xcel Energy®

xcelenergy.com/Safety

Radio CBYD “Dig It” :30

2-DAY: MN, ND, NM, SD, TX
3-DAY: CO, MI, WI

ENGLISH

AVO: AT XCEL ENERGY, WE'RE NOT AFRAID TO ADMIT THAT WE DIG DIGGING.
DIGGING IS A BIG PART OF OUR PROJECTS AND PROJECTS YOU DO, TOO.

2-DAY AVO: AND CONTACTING 8-1-1 AT LEAST 2 BUSINESS DAYS BEFORE YOU DIG
ENSURES YOUR PROJECTS AVOID UNDERGROUND UTILITY LINES –

3-DAY AVO: AND CONTACTING 8-1-1 AT LEAST 3 BUSINESS DAYS BEFORE YOU DIG
ENSURES YOUR PROJECTS AVOID UNDERGROUND UTILITY LINES –

AVO: FROM PLANTING A POLLINATOR GARDEN TO BUILDING THE DECK OF
YOUR DREAMS. OR MAYBE YOU JUST NEED THE PERFECT PLACE TO
BURY A TIME CAPSULE. LEARN MORE AT XCEL ENERGY DOT COM SLASH 8-1-1.

Radio DOWNED LINES “Dig It” :30 (ALL)

ENGLISH

AVO: THERE ARE A LOT OF SAYINGS ABOUT HOW ELECTRICITY CAN BE A GOOD THING:
“SPARKS FLYING.”
“ELECTRICITY IN THE AIR.”
“LIGHTNING IN A BOTTLE.”
BUT XCEL ENERGY WANTS YOU TO KNOW THAT IF YOU SEE A DOWNED POWER
LINE, THE ONLY GOOD THING YOU CAN DO IS STAY AWAY.
ALWAYS ASSUME ANY DOWNED LINE IS ELECTRIFIED AND MAKE SURE TO STAY AT
LEAST 30 FEET AWAY.
LEARN MORE AT XCEL ENERGY DOT COM SLASH SAFETY.

SPANISH

ESP AVO: HAY MUCHOS DICHOS SOBRE CÓMO LA ELECTRICIDAD PUEDE SER ALGO BUENO:
“TIENES CHISPA”.
“ELECTRICIDAD CUANDO ME MIRAS”.
“SE ME PRENDIÓ EL FOCO”.
PERO XCEL ENERGY QUIERE QUE SEPAS QUE SI VES UN CABLE ELÉCTRICO CAÍDO,
LO ÚNICO BUENO QUE PUEDES HACER ES ALEJARTE.
SIEMPRE ASUME QUE ESTÁ ELECTRIFICADO Y MANTENTE, AL MENOS, A 30 PIES DE
DISTANCIA.
OBTÉN MÁS INFORMACIÓN EN XCEL ENERGY PUNTO COM DIAGONAL SAFETY.

Social Copy

Accompanies video spots

Safety Always :30 - Safety Anthem

(All States)

(1x1 & 9x16)

YOUTUBE TITLE:

Safety Always

YOUTUBE COPY:

Energy is essential. Getting it to you safely is vital. That's what our employees work tirelessly to ensure and provide. Reliable energy, delivered safely. [155]

[xcelenergy.com/Safety](https://www.xcelenergy.com/Safety)

SOCIAL:

Energy is essential. Getting it to you safely is vital. That's what our employees work tirelessly to ensure and provide. Reliable energy, delivered safely. [155]



Carmichael Lynch.

Come Together. Stand Apart.

 **Xcel Energy**

Downed Lines Banners (All States)

Statics



Sizes:

- 300x250
- 160x600
- 300x600
- 320x50
- 728x90

SLEEPING TIGER- :30 (All States) (Downed Lines)

VO: XCEL ENERGY WANTS TO REMIND YOU, IF YOU SEE A DOWNED POWERLINE, THINK OF IT AS A SLEEPING CAT. ONE THAT WILL DEFINITELY SCRATCH YOU IF YOU WAKE IT UP.

BUT... IT'S MORE DANGEROUS THAN THAT, SO MAYBE A SLEEPING TIGER. YOU KNOW WHAT, JUST IMAGINE ANY DOWNED POWERLINE YOU SEE IS A SLEEPING T-REX AND STAY AT LEAST 30 FEET AWAY. OR... WELL, MAYBE MORE THAN 30 FEET... IT'S A T-REX.

ALWAYS STAY 30 FEET OR MORE AWAY FROM DOWNED POWER LINES.

LEARN MORE AT [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety).

Wire Words - :15 (All States)

(Downed Lines)



Video: Opens on a dark sky, a flash of lightning.



Video: Cut to a picture-in-picture shot of a utility pole & wires.

VO: ALWAYS ASSUME A DOWNED UTILITY WIRE IS STILL A LIVE WIRE.



Video: Cut to a series of shots of utility wires against moody, stormy skies that animate checkerboard style across the screen.

Super: ZAP! HAZARDOUS!



Super: BASICALLY LIGHTNING!

VO: IT'S DANGEROUS. IT'S BASICALLY LIGHTNING.



Video: Cut to a utility pole in front of a clear, blue sky. A graphic of a person staying 30 feet away from a downed line animates in before the super.

Super: Stay Safe: Stay at least 30 feet away from downed electrical lines.

VO: IF YOU SEE A DOWNED POWER LINE, STAY AT LEAST THIRTY FEET AWAY.

Come Together. Stand Apart.



Super: Xcel Energy®
xcelenergy.com/Safety

Carmichael Lynch.



Social Copy

Accompanies video spots

Wire Words :15 - Downed Lines (All States)
(1x1)

FACEBOOK

Primary Text (125): Downed power lines always spell danger. Make sure you stay at least 30 feet away.

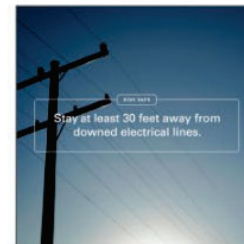
Headline (27): Downed power lines = danger

Description (27): Stay at least 30 feet away.

YOUTUBE

Long Headline (90): Downed power lines always spell danger. Stay at least 30 feet away.

Description (70): Learn more at [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety)



Reminders (2-Day) - :15 (MN, ND, SD, NM, TX) (Call Before You Dig)



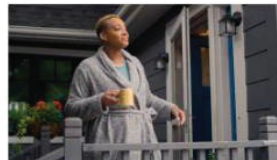
Video: Open on a bowl of cereal forming 8-1-1 and a homeowner looking like they're trying to remember something.

VO: IT DOESN'T MATTER HOW YOU REMEMBER TO CONTACT 8-1-1 BEFORE YOU DIG



Video: Cut to a shot of a shovel that has a Post-It note that says "Contact 811".

VO: IT JUST MATTERS THAT YOU REMEMBER.



Video: They go outside and notice their laundry on the line showing 8-1-1 in jerseys.



Video: Pan up to the sky where the clouds spell out "8-1-1".



Video: Cut to a shot of a backyard that has materials for various projects that will require digging.

Super: Stay Safe: Contact 811 at least two business days before you dig. It's the law.

VO: AVOID UNDERGROUND UTILITY LINES BY CONTACTING 8-1-1 AT LEAST TWO BUSINESS DAYS BEFORE YOU DIG.

Come Together. Stand Apart.



Video: Close on a shot of the homeowner smiling and nodding - they've just remembered to contact 811.

**Super: Xcel Energy®
xcelenergy.com/safety**

Carmichael Lynch.



Social Copy

Accompanies video spots

Reminders :15 - CBYD

(2 days - MN, ND, SD, NM, TX) (3 days - CO, MI, WI)
(1x1)

FACEBOOK

Primary Text (125): Need a reminder? Contact 811
<2 or 3> days before you dig so you can avoid
underground utility lines.

Headline (27): Reminder: shovel safely.

Description (27): Reminder: shovel safely.

YOUTUBE

Long Headline (90): Reminder: shovel safely.

Description (70): Learn more at
[xcelenergy.com/Safety](https://www.xcelenergy.com/Safety)



CBYD Banners (2 days - MN, ND, SD, NM, TX) (3 days - CO, MI, WI)

Statics



Sizes:

- 300x250
- 160x600
- 300x600
- 320x50
- 728x90

Carmichael Lynch.

Come Together. Stand Apart.



Birding Tree (2-Day)- :30 (MN, ND, SD, NM, TX) (CBYD)

VO: XCEL ENERGY LOVES THAT THE TREE YOU WANT TO PLANT IS FOR BIRDING. BUT BEFORE YOU START IDENTIFYING
WARBLERS OR DIGGING UP THE PERFECT SPOT, YOU NEED TO CALL 8-1-1 TO ENSURE YOUR PROJECT DOESN'T HIT
ANY UNDERGROUND UTILITY LINES.

BUT, WHILE WE'VE ALL MIXED UP A BROWN-HEADED COWBIRD AND A GRAY
CATBIRD, YOU DON'T WANT TO GET SHOVELS AND UTILITY LINES MIXED UP TOGETHER.

CALL 8-1-1 AT LEAST TWO BUSINESS DAYS BEFORE YOU DIG TO MAKE SURE YOU DON'T HIT ANY UNDERGROUND
UTILITY LINES.

LEARN MORE AT xcelenergy.com/811.

Birding Tree (2-Day)- :30 (MN, ND, SD, NM, TX) (CBYD)

VO: En Xcel Energy nos encanta que el árbol que quieres plantar sea para observar aves. Pero antes de que comiences a identificar ruiseñores o a excavar, debes llamar al ocho-once para asegurarte de que tu proyecto no toque ninguna línea eléctrica subterránea.

Porque aunque todos hayamos confundido alguna vez un mirlo capiblanco con un zorzal, no te conviene mezclar palas y líneas de servicios públicos.

Comunicate con el ocho-once, al menos, dos días antes de comenzar a excavar para asegurarte de que tus proyectos eviten las líneas subterráneas y multas.

Más información en [xcelenergy.com/811](https://www.xcelenergy.com/811).