

**Ameren Illinois Company's
Response to ALJs Deficiency Response
Docket No. 12-0001
Petition for approval of Rate MAP-P Modernization Action Plan - Pricing
Deficiency Response Date: 2/24/2012**

Def. Resp. 1.02

Section 285.3075 concerns demonstration and selling, advertising, and miscellaneous sales expenses. Subsection (c) requires an electric utility to provide workpapers supporting advertising expenses in accordance with Section 295.40 of 83 III. Adm. Code 295, "Advertising Expenses of Electric and Gas Utilities" ("Part 295"), which includes:

- a) Copies of all advertisements and scripts included in the test year operating expense, listing the production costs for each ad, the publication schedule, and costs for each ad;
- b) Copies of all advertisements included in the test year operating expense purchased on a cooperative basis with manufacturers, developers, or others and the company's cost for each ad;
- c) All expenses incurred by the utility included in the test year operating expense for ads or scripts produced by a trade association. Include all monies paid to the association for advertising purposes, either in the form of dues, assessments, or subscriptions;

AIC provided none of the information required by Section 295.40. The requirements set forth under Section 295.40 are also set forth in Section 9-226 of the Public Utilities Act ("Act"), 220 ILCS 511-101 et seq. AIC must provide all information required by Section 295.40 of Part 295 and Section 9-226 of the Act.

RESPONSE

- a) Please see Def. Resp. 1.02 Attach 1, which identifies the advertisements and scripts the costs of which are included in Ameren Illinois's test year operating expense for the 12 months ending December 31, 2010. Def. Resp. 1.02 Attach 1 also provides the total cost for each ad, including the production costs, and the ad's publication schedule. Ameren Illinois's advertisements and scripts listed in Def. Resp. 1.02 Attach 1 are reported by project type: Customer Communications, Informational and Instructional Messaging, Community Outreach, Media, Customer Assistance, Corporate Branding and Corporate Sponsorship. Each project has a separate worksheet in Def. Resp. 1.02 Attach 1. Def. Resp. 1.02 Attach 2 contains copies of the advertisements and scripts themselves. Def. Resp. 1.02 Attach 2 also was provided to Staff responsive to its data request ST 2.07. Def. Resp. 1.02 Attach 3 includes invoices which are designated **CONFIDENTIAL** and **PROPRIETARY**.

- b) Not applicable. Ameren Illinois did not purchase any advertisements on a cooperative basis with manufacturers, developers or other parties for the 12 months ending December 31, 2010.
- c) Not applicable. Ameren Illinois did not incur specific expenses for any ad or script produced by a trade association for the 12 months ending December 31, 2010. Ameren Illinois also did not pay any specific dues, assessments or subscriptions for advertising purposes for that period. Dues that Ameren Illinois paid to trade associations of which it is a member are to be used to support the organization's mission, not any specific activity.