

BANNER RENEWAL CONTRACT

The Downtown St. Louis Community Improvement District agrees to allow _____ pair of banners to be displayed for the duration of six months in the amount of _____ per pole per month for rental.

A check payable to Downtown St. Louis Community Improvement District in the amount of _____ representing the total cost of the order is attached hereto as part of the contract.

The Revised Banner Guidelines for Banners are incorporated in this contract by reference. Sponsor acknowledges having received and read the guidelines.

The banners will be 31 inches in width by 84 inches in height (approximately 2-½ ft. X 7 ft.) and made of polyester awning fabric silk-screened in the design provided. The banners are to be made so that grommets are placed on the inside of the design closest to the streetlight standard. All banners must have windslits.

The Downtown St. Louis Community Improvement District agrees to have the banners removed at the conclusion of the scheduled installation and sponsor agrees to claim the banners within 48 hours of removal. Banners are the property of the sponsor.

However, if banners are not claimed within 48 hours, Downtown St Louis Partnership may dispose of them in any manner.

POLE & LOCATIONS: As provided by Rodgers Townsend staff 7 on 18th – 13 on Chouteau (see attached map)

DATES BANNERS WILL BE DISPLAYED July 2011 thru December 2011

PRINTED NAME & TITLE OF SPONSOR: Ameren DE

SIGNATURE _____

TELEPHONE _____

314-554-2888 FAX 314-554-2888

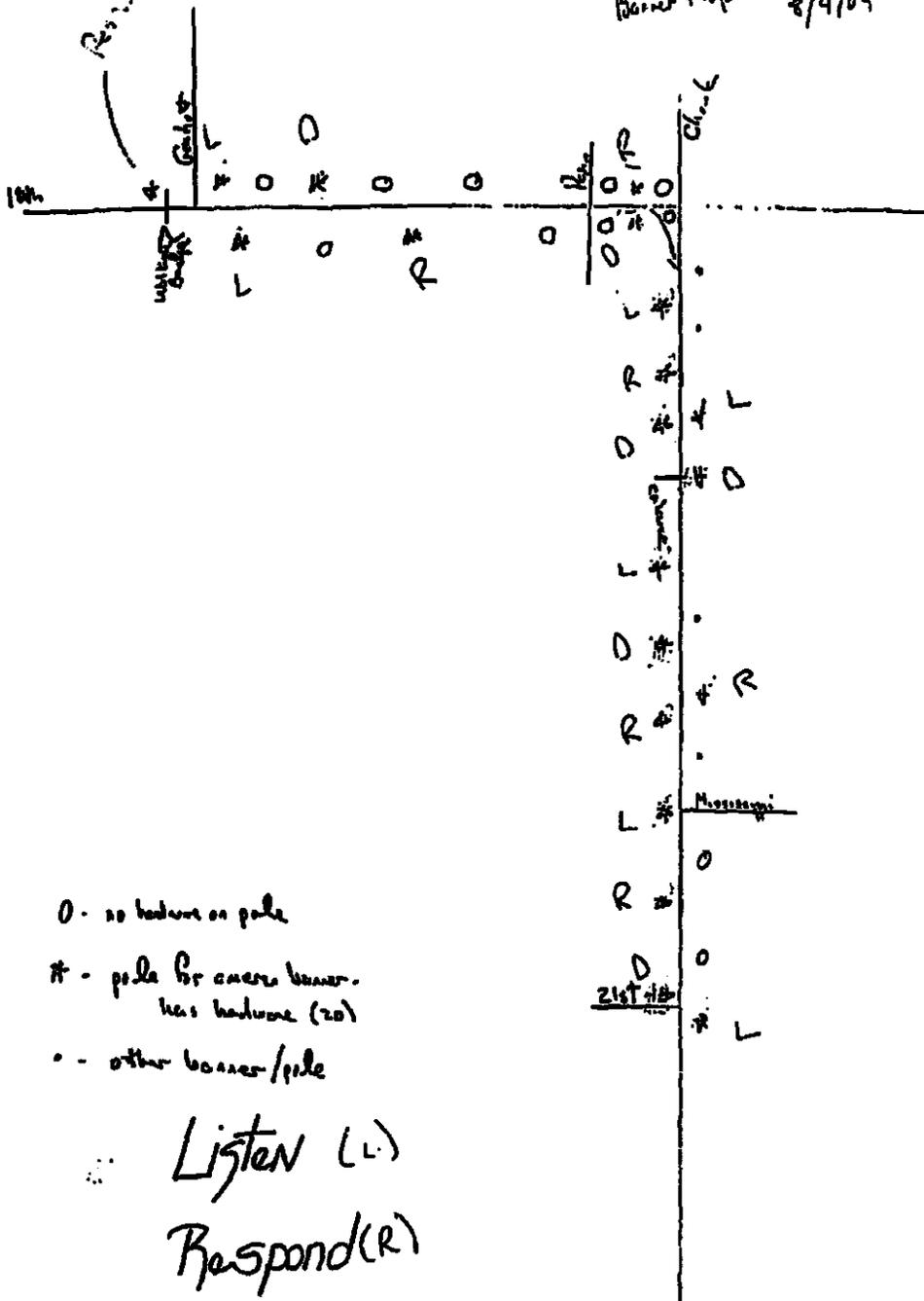
ADDRESS _____

1901 Chouteau

PLEASE RETURN ONE COPY OF SIGNED CONTRACT TO THE FOLLOWING:

Downtown St Louis Community Improvement District, Inc.
720 Olive Street, Suite 450
St. Louis, Missouri 63101
Telephone (314) 436-6500 Fax (314) 436-1646

Answer dE
Banner Map 8/4/09



- O - no banner on pole
- # - pole for answer banner has banner (20)
- . - other banner/pole

Listen (L)
Respond (R)
Deliver (D)



DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT

June 10, 2011

Ms
Ameren
1901 Chouteau Ave. PO Box 66149, MC 100
St. Louis, MO 63168-6149

Dear

Based on our records, your banner contract will be expiring soon. In anticipation of your interest in renewing, I am enclosing a contract for the next six months as well as an invoice for the amount owed.

To renew your pole contract, the monthly payment is _____ per pole per month for the next six months. *However, please note that the pole fee will increase from _____ per month. effective January 1, 2012. In addition, the switch out fee will increase from _____ per pole, also effective January 1, 2012.*

If you are not in receipt of a copy of the downtown banner program mission statement and guidelines, please let us know and we will be happy to send you a copy.

Should you have questions regarding your contract, please do not hesitate to call me at 436-6500 ext 227.

Thank you for your continued support of downtown.

Sincerely,

Senior Director – Finance & Administration

Enclosure



Invoice 2SN1155039	Page 1 of 1
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3740 Windsor
 St. Louis , MO 63113 USA
 Tel: 800.956.3718 Fax: 888.565.6137
 Email : info@swiftincentives.com

<p>AMEREN 1901 CHOUTEAU AVE. SAINT LOUIS MO 63103</p>	<p>Shipping Address</p> <p>Ameren 1901 Chouteau Ave. SAINT LOUIS MO 63103 USA Tel: 314-554-2698</p>
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Invoice Number	2SN1155039	Account No.	2SN170407
Invoice Date	August 18,2011	Account Rep.	
Your Order No.	548793	Our Order No.	2SN1074860

Item: Ogio Half Dome Duffel **Colors** () : Black

Qty	Item #	Description	Unit \$	Price	Total
		Ogio Half Dome Duffel			
		Run Charge			
		Misc Extra Flash, spec ink, spec loc			
		Set-up Charge			

Total Net
Total Tax —
Grand Total —
Total Due —

Terms : Net 30

Please ensure that payment is received by September 17 2011

FOR PROPER CREDIT TO YOUR ACCOUNT, CHECKS MUST BE MADE PAYABLE TO AIA SERVICES, LLC AND INCLUDE THE INVOICE NUMBER ON YOUR REMITTANCE

REMIT ALL PAYMENTS TO:

Thank you for your order! We appreciate your business!



Invoice 2SN1156983 Page 1 of 1

3740 Windsor
St. Louis, MO 63113 USA
Tel: 800.956.3718 Fax: 888.565.6137
Email: info@swifincentives.com

<p>AMEREN 1901 CHOUTEAU AVE. SAINT LOUIS MO 63103</p>	<p>Shipping Address</p> <p>Ameren 1901 Chouteau Ave. SAINT LOUIS MO 63103 USA Tel: 314-554-2698</p>
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Invoice Number	2SN1156983	Account No.	2SN170407
Invoice Date	July 28,2011	Account Rep.	
Your Order No.	548793	Our Order No.	2SN1074457

Item: CFL Shape light bulb night lite **Colors** () : White

Qty	Item #	Description	Unit \$	Price	Total
		CFL Shape light bulb night lite			
		Set-up Charge			
		Freight			

Total Net
Total Tax _____
Grand Total _____
Total Due _____

Terms : Net 30

Please ensure that payment is received by August 27 2011

FOR PROPER CREDIT TO YOUR ACCOUNT, CHECKS MUST BE MADE PAYABLE TO AIA SERVICES, LLC AND INCLUDE THE INVOICE NUMBER ON YOUR REMITTANCE

Thank you for your order! We appreciate your business!



Invoice 2SN1160721 Page 1 of 2

3740 Windsor
St. Louis, MO 63113 USA
Tel: 800.956.3718 Fax: 888.565.6137
Email: info@swiftincentives.com

<p>AMEREN 1901 CHOUTEAU AVE. SAINT LOUIS MO 63103</p>	<p>Shipping Address</p> <p>Ameren 1901 Chouteau Ave. SAINT LOUIS MO 63103 USA Tel: 314-554-2698</p>
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Invoice Number	2SN1160721	Account No.	2SN170407
Invoice Date	August 18, 2011	Account Rep.	
Your Order No.	548793	Our Order No.	2SN1081403

Item: PA EZ Cotton Performance Sport Shirt Ladies **Colors** (Cobalt Blue) :

Qty	Item #	Description	Unit \$	Price	Total
		PA EZ Cotton Performance Sport Shirt Ladies			
		Run Charge			
		Packaging Charge Poly Bag			
		Size/Color Charge Cobalt Blue 2XL			
		Size/Color Charge Cobalt Blue 3XL			

Item: PA EZ Cotton Performance Sport Shirt **Colors** (Cobalt Blue) :

Qty	Item #	Description	Unit \$	Price	Total
		PA EZ Cotton Performance Sport Shirt			
		Run Charge			
		Packaging Charge Poly Bag			
		Size/Color Charge Cobalt Blue 2XL			
		Size/Color Charge Cobalt Blue 3XL			
		Freight			

Total Net
Total Tax
Grand Total

Terms : Net 30

Please ensure that payment is received by September 17 2011 **Total Due**

FOR PROPER CREDIT TO YOUR ACCOUNT, CHECKS MUST BE MADE PAYABLE TO AIA SERVICES, LLC AND INCLUDE THE INVOICE NUMBER ON YOUR REMITTANCE



Invoice 2SN1160721 Page 2 of 2

3740 Windsor
St. Louis, MO 63113 USA
Tel: 800.956.3718 Fax: 888.565.6137
Email : info@swiftincentives.com

Invoice Number	2SN1160721	Account No.	2SN170407
Invoice Date	August 18,2011	Account Rep.	
Your Order No.	548793	Our Order No.	2SN1081403

REMIT ALL PAYMENTS TO:

Thank you for your order! We appreciate your business!



Invoice 2SN1158236 Page 1 of 1

3740 Windsor
 St. Louis , MO 63113 USA
 Tel: 800.956.3718 Fax: 888.565.6137
 Email : info@swiftincentives.com

AMEREN 1901 CHOUTEAU AVE. SAINT LOUIS MO 63103	Shipping Address Ameren 1901 Chouteau Ave. SAINT LOUIS MO 63103 USA Tel: 314-554-2698
--	---

Invoice Number	2SN1158236	Account No.	2SN170407
Invoice Date	August 08,2011	Account Rep.	
Your Order No.	548793	Our Order No.	2SN1074379

Item: Carabiner Badge Reel **Colors** () : Translucent Green

Qty	Item #	Description	Unit \$	Price	Total
		Carabiner Badge Reel			
		Freight			

Total Net
Total Tax _____
Grand Total _____
Total Due _____

Terms : Net 30

Please ensure that payment is received by September 07 2011

FOR PROPER CREDIT TO YOUR ACCOUNT, CHECKS MUST BE MADE PAYABLE TO AIA SERVICES, LLC AND INCLUDE THE INVOICE NUMBER ON YOUR REMITTANCE

REMIT ALL PAYMENTS TO:

Thank you for your order! We appreciate your business!



Spot Creative Media Group, Inc.
 1445 South 18th Street
 Suite 129
 Saint Louis, MO 63104

Invoice

Bill To
Ameren Services Accounts Payable Section PO Box 66892 St. Louis, MO

	Date	Invoice #
	8/31/2011	2127
PO #	Terms	Program #
551150	Net 30	

Items/Services	Quantity	Description	Rate	Amount
Transcription Service		08-12-11/ Shoot/Transcription for 16 Ameren employee interviews/Rush Services /Ameren Town Hall Video		
			Total	

Phone #
314-667-5915

E-mail
Mary@spotcreativemedia.com

Web Site
www.spotcreativemedia.com

Tax ID:

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

ELECTRONIC INVOICE

Source: AMAP_ISP

Page 1 of 1

Invoice No.: 27304

Invoice Date: 08/25/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST

PEORIA

61602

PO#: 529219 Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date: 09/24/2011

Terms: NET 30

Discount Due Date:

DETAIL SECTION

PO Line#	QUAN.	U/M	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
				TAX				

* For 1099 tax reporting purposes, labor may be included in this amount.

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32150 Water Street, Suite 100, St. Louis, MO 63102 www.simantel.com p: 314.571.7717 f: 314.571.7750

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-08-2011
Job: 1012025, (I&E) Identity and Education Support

Invoice: 40987
PO: 534153

This invoice includes time/expenses for project management and support efforts related to Ameren's Identity & Education initiatives, reinforcing Ameren's promise and commitment to education for customers and employees. Includes the following projects from mid-June to late July:

- Updates to status report and weekly meetings
- Providing working files to on various projects
- Working with Ameren's print dept. to revise and finalize PPT cover design
- Call with Geralynn to get a download on the ELT meeting

Also includes updating weekly status reports, weekly status report meetings, internal meetings & weekly internal traffic meetings.

Marketing Services

Senior Account Manager
Account Manager
Senior Mktg. Consultant
Communication Strategist
Designer

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simantel

321 S. Water St. Peoria, IL 61602 www.simantel.com p 309.671.1747 f 309.671.7756

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-17-2011
Job: 1012020, (I&E) Digital Strategy

Invoice: 40413
PO: 534153

Invoice includes time and costs associated with developing the long-term strategy of Ameren.com, and the subsidiary sites to enhance the user experience. Including digital strategists, account management, and marketing consultation.

Time and costs include the following projects from May 2011:

- Develop digital strategy map
- Review of zip code functionality
- Multiple client meetings and related travel expenses
- Research and review of Accenture and their initial presentation
- Acquiring access to Ameren's online metrics
- Research and strategic recommendations for combating a negative Facebook contest
- Discussions with Betty related to Ameren.com's workflow
- Miscellaneous web-related consultation

Marketing Services

Account Coordinator
Account Manager
Travel Time
Project Manager
Senior Mktg. Consultant
Copywriting
Exec. Creative Director
Senior Art Director
Production Manager
Digital Strategist

Marketing Services Total

Miscellaneous Charges

Travel Expenses
Phone/Communication
Meals

Miscellaneous Charges Total

Total

simantel

321 SW Water St. Portland, IL 61892 www.simantel.com p. 309.671.7777 f. 309.671.7756

Invoice

Page: 2

Invoice Date: Aug-17-2011

Invoice: 40413

Total billing including current charges: USD

Terms: Net 30

simantel

321 S. Wade St., #912, St. Louis, MO 63102 www.simantel.com p 314.961.7747 f 314.961.7750

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-08-2011
Job: 1105021, (I&E) TH Mtg Q4 2011

Invoice: 40992
PO: 534153

This invoice is for the time and costs associated with the development of the 2011 Q4 Town Hall. This includes the gathering of information, development of the PowerPoint presentation and providing messaging direction for the SME video interviews. Time and costs include the following:

- Development of Content for HAMM, TSR, and Moving Forward
- Development of Content for Updates and Current Events
- Development of Content for Opening and Closing Sections
- Test Pilot with Employees
- Development of PowerPoint Presentation

Includes, account management, research, copywriting, project management, creative direction, design, strategy, proofreading, travel time, expenses and delivery of all final PowerPoint files.

Does not include photography, illustrations, animations, video production or editing. Assumes Ameren to arrange all on-camera interviews and coordinate employees for focus testing.

Marketing Services

Travel Time
Account Manager
Account Coordinator
Senior Mktg. Consultant
Communication Strategist
Designer
Art Director
Exec. Creative Director
Senior Copywriter
Production Manager

Marketing Services Total

Miscellaneous Charges

Travel Expenses

Miscellaneous Charges Total

Total

simantel

331 - www.ecs-p.com. il 61092 www.simantel.com p. 309.071.7747 / 309.074.7750

Invoice

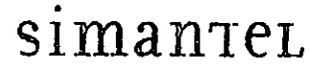
Page: 2

Invoice Date: Aug-08-2011

Invoice: 40992

Total billing including current charges: USD

Terms: Net 30



321 Broadway St. Suite 1100-02 www.simantel.com 392.671.7771 392.671.7771

Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-17-2011
Job: 1103081, (Corp) Corporate Support

Invoice: 40991
PO: 487804

This invoice includes time/expenses for support efforts related to Ameren's Corporate Initiatives. Includes the following projects from mid-June to late July:
- HR culture materials - finalizing concepts, making revisions to PowerPoint slides and posters, developing wallpaper and client presentations
- Sent reference material on various projects i.e.: plant illustration PDF's, Target Zero logo, business communication templates, Sioux Scrubber radio spot, newsletter templates for Joe Solarl, and usage for Callaway.

Includes client calls/meetings, project management, copywriting and design.

Marketing Services

- Account Manager
- Account Coordinator
- Senior Mktg. Consultant
- Exec. Creative Director
- Creative Director
- Art Director
- Designer
- Senior Copywriter
- Production Manager

Marketing Services Total

Miscellaneous Charges

Materials

Miscellaneous Charges Total

Total

Total billing including current charges:

Terms: Net 30

simantel

321 St. Watson St. Normal, IL 61802 www.simantel.com p. 309.661.7777 f. 309.661.7777

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-16-2011
Job: 1012024, (I&E) Guidelines Updates/Training

Invoice: 40986
PO: 534153

This invoice has been revised to include the following updates:

- Updates to co-branding guidelines
- Incorporating the Ameren signature and facility name usage
- Adding "metallic silver" (for using a one-color logo) on any other solid-color background
- Adding a new "Promotional Materials" section
- Changing the format of all guidelines so that they can be edited internally by Ameren

Marketing Services

Account Coordinator
Senior Copywriter
Designer
Exec. Creative Director
Proofreading

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simantel

521 sw water st. phone: 63692 www.simantel.com p 309.631.7171 f 309.631.7750

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-08-2011
Job: 1012011, (I&E) Television

Invoice: 40884
PO: 534153

This invoice is for the creation of :30 educational messages and :15 educational messages. Estimate includes a day shoot, concept development, copywriting, project management, art direction and production.

Marketing Services

Account Manager
Senior Mktg. Consultant
Communication Strategist
Exec. Creative Director
Talent Fees
Senior Copywriter
Video Production

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simanTEL

321 SW Water St. Portland, OR 97202 www.simantel.com | 309.671.7747 | 309.671.7776

Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-16-2011
Job: 1012005, (I&E) Strategy Development/Planning 2011

Invoice: 40983
PO: 534153

This invoice includes embedded employee costs from mid-June through late July as well as long term planning and marketing consultation. Includes the following:

- Setting up CoreBrand meeting in St. Louis. Multiple calls with CoreBrand. Meeting with Dave to review CoreBrand.
- Creating ELT PowerPoint presentation
- Discuss media plan and budget for FEFL launch
- Meeting with Geralynn to review billing - Meeting with _____ on billing.
- Multiple client meetings to discuss how all media outlets will work together for FEFL launch.
- Putting together launch timeline by content, and meeting with client team to review.
- Creating budgets for remainder of 2011
- Forecasting budgets for 2012
- Client meeting to discuss shareholder ROI
- Consultation meetings with Susie

Marketing Services

Account Manager
Senior Account Manager
Senior Mktg. Consultant
Senior Copywriter

Marketing Services Total

Miscellaneous Charges

Travel Expenses

Miscellaneous Charges Total

Total

Total billing including current charges. USD

Terms: Net 30



321 -w wate r st. poma th -002 www.simantel.com p.800.671.7717 / 309.561.7717

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-08-2011
Job: 1012018, (I&E) Segment Integration Illinois

Invoice: 40985
PO: 534153

Invoice includes time and costs associated with the integration of Illinois and Corporate initiatives.

Time and costs include internal meetings and collaboration among the account teams to ensure all initiatives are aligned and communicated appropriately. Also includes three meetings between : and regarding educational messages, Focused Energy. For Life. launch, and overall strategy.

Invoice includes project management, concepting, copywriting, design, creative/art direction, still photography, proofreading and electronic pre-production.

Marketing Services

Account Manager
Communication Strategist

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simantel

321 - www.simantel.com | 314.437.1777 | 314.437.1777

Invoice

Ameren
Corporate
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-08-2011
Job: 1012027, (Corp) Knight Center Display

Invoice: 40988
PO: 487804

This invoice is for time and expenses to redesign an Ameren display to promote Focused Energy. For Life. at the second floor of the Charles F. Knight Executive Education & Conference Center, located in Washington University's Olin Business School in St. Louis, Missouri.

Marketing Services

Account Manager
Senior Mktg. Consultant
Communication Strategist
Senior Copywriter
Senior Art Director
Creative Director
Exec. Creative Director

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simantel

321 SW Washington Portland OR 97202 www.simantel.com 503.671.7747 (309.671.7747)

Invoice

Ameren
Corporate
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-08-2011
Job: 1102060, (Corp.) St. Louis Commerce Mag Ad

Invoice: 40989
PO: 487804

This invoice is for time and expenses to design 4 Ameren ads in the St. Louis Commerce Magazine (RCGA publication). The 4 ads consist of the following editions: May/June, July/August, Sept/Oct and Nov/Dec.

This invoice includes time and expenses for project management, design, creative direction, copywriting, pre-production and production.

Marketing Services

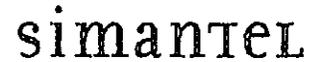
Account Manager
Project Manager
Senior Mktg. Consultant
Senior Copywriter
Senior Art Director
Designer
Creative Director
Exec. Creative Director

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30



301 - www.simantel.com | 314 - 992 - www.simantel.com | 309.671.7747 | 309.671.7750

Invoice

Ameren
One Ameren Plaza
1801 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Aug-16-2011
Job: 1103060, (I&E) Ameren.com Launch Integration

Invoice: 40990
PO: 534153

This invoice includes all time and costs associated with integrating the Focused Energy. For Life. launch with Ameren.com, for the launch of the campaign in the Fall of 2011.

Final deliverables include recommendations on integrating the launch, as well as final web banner photos and copy handed off to Ameren's digital team for implementation.

Time and costs include, strategy, client meetings, travel time, travel costs, account management, art direction, design, and copywriting

Marketing Services

Account Manager
Exec. Creative Director
Senior Art Director
Senior Copywriter
Digital Strategist

Marketing Services Total

Miscellaneous Charges

Travel Expenses

Miscellaneous Charges Total

Total

Total billing including current charges: USD

Terms: Net 30



PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

Remit to:

J.J. Collins
Printers since 1878

Invoice: 137913 (Continued)
Invoice Date: 8/24/2011
Job: 78948
Salesperson:
Purchase Order: 529220
Form Number: 18797

Bill To: 267761
Ameren Corp Subsidiaries
Accts Payable Section
PO Box 66892
St. Louis MO 63166-6892

Not a chain of custody job

Qty Shipped	Description	Unit-Price	U/M	Amount
	Ameren FactsOnEnergy NEWSLETTER 18797 SEPTEMBER 2011-1 VERS.		M	
	Shipped to Priority Hazelwood, MO. 8/18/11 via FDX			
	Shpd to Ameren, Springfield, IL. 8/8/11 via USPO		M	
	Shpd to USPO Ameren, Belleville, IL. 8/18 via		M	
	Shpd to USPO Ameren, Decatur, IL. 8/18/11 via		M	
	Shpd to USPO Ameren, Marion, IL. 8/18 via		M	
	Shpd to Ameren, Mattoon, IL. 8/18 via USPO		M	
	Shpd to Ameren, Quincy, IL 8/18 via USPO		M	
	Shpd to Ameren, Maryville, IL. 8/18 via USPO		M	
	Shpd to Ameren, Springfield, IL. 8/18 via USPO		M	
	Shpd to USPO AmerenCILCO, Peoria, IL. 8/18 via		M	
	Shpd to USPO AmerenCILCO, Peoria, IL. 8/18 via		M	
	Shpd to USPO AmerenCILCO, Peoria, IL. 8/18 via		M	

Telephone (630) 960-2525 Fax (630) 960-7487
Servicing Your Printing Needs Since 1878



PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

Remit to:

J.J. Collins
Printers since 1878

Invoice: 137913
Invoice Date: 8/24/2011
Job: 78948
Salesperson:
Purchase Order: 529220
Form Number: 18797

Bill To: 267761
Ameren Corp Subsidiaries
Accts Payable Section
PO Box 66892
St. Louis MO 63166-6892

Not a chain of custody job

Qty Shipped	Description	Unit-Price U/M	Amount
-------------	-------------	----------------	--------

Freight charges:

Net Sales:
Freight - Non-Taxable:

Invoice Total: _____

Terms: Due in 30 days



PUBLIC VERSION

BILL OF LADING - 8 Attachments 78948-0-12

Original-Not Negotiable 8/18/2011
SUBJECT TO THE TERMS AND CONDITIONS OF THE
UNIFORM BILL OF LADING

J.J. Collins

Printers since 1878

Shipper: J.J. COLLINS PRINTERS

2351 MADISON AVENUE
CHARLESTON, IL 61920

INSIDE DELIVERY REQUIRED

BILL FREIGHT CHARGES TO:

Ship To: FiServ

Carrier: FEDEX FREIGHT

5875 North Lindbergh Blvd. Dock Doors 12-14

PRIORITY

309-611-5275
Hazelwood, MO 63042

Driver signature acknowledges receipt of freight only. Terms & Conditions of the Carrier's Tariffs apply.

206931710-6



Quote # *F1967435TLX20*

PO: 529220 Form: 18797 JJC: 78948 Ameren

Qty: Cartons: 8/18/2011 Time 08:40:01 gSkid

Notes: DO NOT DOUBLE STACK SKIDS DELIVERIES SHOULD BE SCHEDULED IN
ADVANCE BY CONTACTING RICK STROHECKER @ 314-447-4106 DOCK
DOORS 12-14 ARE FOR WH RECEIVING

TOTAL: CARTONS: PALLETS:

GROSS WEIGHT 9.972 CLASS 55 Printed Matter NMFC # 153760-01

SHIPPER CERTIFICATION

This is to certify that the above named materials are properly classified, described, packaged, marked and labeled, and are in proper condition for transportation according to the applicable regulations of the Department of Transportation.

Shipper Signature: *Darla Polster* DATE: 8/18/2011

** DO NOT DOUBLESTACK **

RECEIVED, subject to the classifications and tariffs in effect on the date of the issue of this Bill of Lading, at Charleston, IL, the property described above in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned, and destined as indicated above, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property, over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to the terms and conditions of the Uniform Domestic Freight Bill of Lading set forth (1) in Official Southern, Western and Illinois Freight Classifications in effect on the date hereof, if this is a rail or rail-water shipment, or (2) in the applicable motor carrier classification or tariff if this is a motor carrier shipment.

Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

CARRIER CERTIFICATION

Carrier acknowledges receipt of packages and required placards. Carrier certifies emergency response information was made available and/or carrier has the DOT emergency response guidebook or equivalent document in the vehicle.

Driver Signature:	Date Received:	Time Received:	AM/PM
-------------------	----------------	----------------	-------

Printed: 8/18/2011 8:41

FXL (7/18/2011)

172 CR

2/18/11

(9504)

465

simanTEL

321 sw water st, peoria, il 61602 www.simantel.com p.309.674.7797 f.309.674.7756

Ameren
300 Liberty St
Peoria, IL 61602

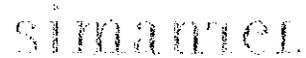
Invoice: 41126
Date: Aug-22-2011
Job: M11-20-IL
PO: IL: TEAM CPR 537730
Payment due: Sep-21-2011

Job Title: Ameren Illinois Media Planning/Buying/Admin

Broadcast Media Invoice

Weather Sponsorship

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Peoria			
WEEK-TV	Aug-01-11		
Market Total			
Total			
Amount Due			



2011-04-13 10:00:00 AM / 10:00:00 AM

Broadcast Order

Order#: 16998
Page: 1
Date: APR-13-2011

Bill to:
 Simantel Group, Ltd. 321 SW Water St Peoria, IL
 61602 USA Phone: (309) 674-7747

WEEK-TV
 2907 Springfield Rd.
 East Peoria, IL 61611

Phone: 309-698-2525 **FAX:** 309-698-9335

Client: Ameren

Job: M11-20-IL
 Ameren Illinois Media Planning/Buying/Admin

Placed by:

Market: Peoria
Station: WEEK-TV

Vendor: WEEK

Description	Week of	Spots	Len	Spot Cost	Gross	Net	Status
April 2011 Weather Sponsorship	MAR-28-2011						
May 2011 Weather Sponsorship	APR-25-2011						
June 2011 Weather Sponsorship	MAY-30-2011						
July 2011 Weather Sponsorship	JUN-27-2011						
August 2011 Weather Sponsorship	AUG-1-2011						
September 2011 Weather Sponsorship	AUG-29-2011						
October 2011 Weather Sponsorship	SEP-26-2011						
November 2011 Weather Sponsorship	OCT-31-2011						
December 2011 Weather Sponsorship	NOV-28-2011						
January 2012 Weather Sponsorship	DEC-26-2011						

STATION

2012-01-30 10:00:00 AM EST

Broadcast Order

Order#: 16998

Description	Week of	Spots	Len	Spot Cost	Gross	Net	Status
February 2012 Weather Sponsorship	JAN-30-2012	1					
March 2012 Weather Sponsorship	FEB-27-2012	1					
				Total Order	USD	USD	

Special Instructions

Annual Weather Sponsorship on WEEK/WHOI/My59/TheCW/Weather First

Authorized Agency Signature: _____

Authorized Station Signature _____

simantel

111 W. Washington Street, Peoria, IL 61602 www.simantel.com p.309.693.7717 f.309.693.7756

Invoice

Ameren
300 Liberty St
Peoria, IL 61602

Invoice Date: Aug-26-2011
Job: 1107032, Ameren Illinois Vehicle Magnets

Invoice: 41159
PO: 537730

This invoice is for time and expenses to revise and produce 50 Ameren Illinois vehicle magnets and produce 100 contractor magnets.

Includes: project management, design, production services and printing

Marketing Services

Account Services
Creative Services
Production Services
Printing

Marketing Services Total

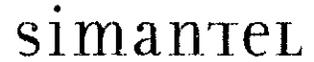
Discounts

Discounts and Allowances

Discounts Total

Total

Terms: Net 30



1111 W. Liberty Street, Peoria, IL 61602 | www.simantel.com | Phone: 309.692.1100 | Fax: 309.692.1106

Invoice

Ameren
300 Liberty St
Peoria, IL 61602

Invoice Date: Aug-25-2011
Job: 1101058, 2011 General Web Updates

Invoice: 41151
PO: 537730

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following website updates and consultation activities through the month of July:

Prepped for and attended monthly status meetings, provided billing details, reviewed metrics, removed refrigerator recycling banner from IllinoisRateFacts.com and investigated URL message on IllinoisPowerSwitch.com.

Marketing Services

Account Services
Digital Services

Marketing Services Total

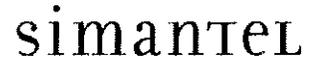
Discounts

Discounts and Allowances

Discounts Total

Total

Terms: Net 30



301 W. Water St., Peoria, IL 61602 | www.simantel.com | 309.691.0347 | 309.691.0336

Invoice

Ameren
300 Liberty St
Peoria, IL 61602

Invoice Date: Aug-26-2011
Job: 1101057, 2011 Messaging Services

Invoice: 41150
PO: 537730

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following consultation activities through the month of June:

Prepped and attended monthly status meetings, providing billing details, archiving, reviewing industry information, and providing digital viewing file of municipal guide.

Marketing Services

Account Services

Marketing Services Total

Discounts

Discounts and Allowances

Discounts Total

Total

Terms: Net 30

PUBLIC VERSION
 SERAFIN & ASSOCIATES, INC.
 409 W. HURON, SUITE 600
 CHICAGO, IL 60654



Schedule WPC-8 Attach 1 Part 3

Invoice

DATE	INVOICE #
03/04/2011	2002776
TERMS	DUE DATE
Net 30	04/03/2011

BILL TO
Accounts Payable Section Ameren Illinois Companies PO Box 66892 St. Louis, MO 63166-6892

AMOUNT DUE	ENCLOSED

Please detach top portion and return with your payment.

P.O. Number
520545

Activity	Quantity	Rate	Amount
• DUE FOR OUT-OF-POCKET EXPENSES INCURRED ON YOUR BEHALF			
TOTAL			

PUBLIC VERSION

Invoice: INV:11112
Date: Mar-01-2011
Amount: USD 1,100.00

Bill To: **Serafin & Associates**
409 W. Huron St., Suite
600
Chicago, IL 60654-3480

Schedule WPC-8 Attach 1 Part 3

XPS
Xpress Professional Services, Inc.

**Xpress Professional-
Services**
220 East Adams Street
Springfield, Illinois 62701
Phone: 217.522.1257
Fax: 217.522.2673

Product/Service	Description	Unit Cost	Quantity	Discount	Price
Automated Polling-General	Ameren Utility Tracking Poll -- Feb. 17				

Subtotal:

Net Balance(USD):

Total Paid:

Outstanding (USD):

Terms & Conditions

15 days net

simantel

321 sw auto r st. p. 0001 61002 www.simantel.com p. 09,671,7717 1 399,671,7756

Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

PO 534153

Invoice Date: Aug-18-2011
Job: 1108043, Clean Air Video Revision

Invoice: 40995

This invoice is for the edit of the clean air educational message for the Energy Learning Center.

Marketing Services

Account Coordinator
Account Manager
Senior Mktg. Consultant
Art Director
Video Production

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simantel

321 00 0000 01 0000 www.simantel.com p. 809.673.7717 / 200.673.7730

Invoice

Ameren
One Ameren Plaza
1801 Chouteau Avenue
St. Louis, MO 63103

PO# 534153
Invoice: 40694

Invoice Date: Aug-08-2011
Job: 1107043, Animation - How Ameren Makes Money

This invoice includes time and costs associated with creating consecutive, 3-minute animation explaining How Ameren Makes Money and up to 3 animated graphs to support the Total Shareholder Return video package. Invoice assumes this animation will follow the same look and feel as the Ameren Illinois Rate Facts Animation.

Time and costs include content development, scripting for voiceover, illustration, animation, project management, client meetings, and two rounds of revisions. Assumes voiceover talent will be supplied by Ameren. Because the look and feel is already established, this invoice will not include styleboards.

Marketing Services

- Account Coordinator
- Account Manager
- Senior Mktg. Consultant
- Art Director
- Creative Director
- Senior Copywriter
- Digital Programmer

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

simantel

321 -w w w s i m a n t e l . c o m 321 -w w w s i m a n t e l . c o m 321 -w w w s i m a n t e l . c o m 321 -w w w s i m a n t e l . c o m 321 -w w w s i m a n t e l . c o m

Invoice

Ameren
Corporate
One Ameren Plaza
1801 Chouteau Avenue
St. Louis, MO 63103

PO# 487804

Invoice Date: Aug-08-2011
Job: 1107035, (Corp) Ameren Journal Insert - Sept.

Invoice: 40883

This invoice is for employee education via a 4-pg Ameren Journal insert regarding customer research and communication strategies.

Marketing Services

Account Manager
Senior Mktg. Consultant
Exec. Creative Director
Senior Copywriter
Senior Art Director
Production Manager
Proofreading
Flat Rate

Marketing Services Total

Total

Total billing including current charges: USD

Terms: Net 30

Disbursement Request

Voucher# 001366891 Invoice # DR001366891 Invoice Dt 09/02/2011 Total Amt
Supplier # & Name 77840
Supplier Site 00RIVERTON
Address1 15 JAMESTOWN
Address2
Address3
Address4
City RIVERTON State IL ZIP 62561
Requestor Approver
Pay Term NET 5
SSN/Tax Id Reportable? Y
Description of Payment for Auditing Purposes 337902841 KINDERGARTEN SAFETY SCHOOL FOR 4H U OF
I EXTENSION IN CARTHAGE HOURS, MILES
Check Skirt Description LOUIE ACTOR
Line: 1 AIC-1-ZA-909-29D-29D-*-0K869-01-CCCR-EX-FISHER

Real Estate Type

1099 Type

Date Granted

Legal Desc

Legal Addr



Energy Education Council
 400 Chatham Road, Suite 201
 Springfield, IL 62704
 Ph: 217-546-6815
 Fax: 217-546-6212

Invoice

Date	Invoice #
9/1/2011	691

Bill To:
 Ameren Illinois

 300 Liberty Avenue
 Peoria, IL 61602
 Billing PO #521924



Date Due
10/01/2011

Description	Amount
-------------	--------

Energy Efficiency & Electrical Safety Education Outreach-October 2011
 Energy Education Council Membership-October 2011

Membership highlights include:

- *Electrical Safety, Energy Efficiency, Renewable Energy and Youth Education Services*
- *Members Only Web Site access*
- *Multi-Media Library*
- *Safety and Efficiency Editorial Calendar*
- *2011 Teach Learn Care TLC Radio and TV PSAs*
- *Safety Campaign Video*
- *News Releases & Articles*
- *Print PSA and Billboard Designs*
- *Extensive Photo Library*
- *Program Guides*
- *Best Practices Forum*
- *Monthly Updates and Quarterly Newsletters*
- *Licensed Online Content*
- *Exclusive Discounts from Allied Vendors*
- *Member Directory*
- *Visibility within the energy industry*

Make all checks payable to the Energy Education Council. If you have any questions regarding invoice, contact Erin Hollinshead at 217-546-6815.

Total
Payments/Credits
Balance Due

Thank you for your support!



P10415.txt

rodgers@townsend

Invoice Detail

Page 1

ACG AMEREN CORPORATION
 ITT AIL TREE TRIMMING
 P10415 ACG AIL TREE TRIMMING 2011
 AMEREN CORPORATION
 ATTN:
 300 LIBERTY STREET
 PEORIA, IL 61602

Due date SEP28/11
 Bill date AUG29/11
 Invoice number 08-2668

ACCOUNT EXEC
 CLI APPROVAL
 PO# 526925

 P10415 ACG AIL TREE TRIMMING 2011

Professional Services

MEDIA SERVICES

Total for Professional Services

Total for job P10415 ACG AIL TREE TRIMMING 2011

 Invoice total
 Please pay this amount

PLEASE REMIT TO:

1000 Clark Avenue
 Saint Louis, MO 63102
 Phone / 314.436.9960
 Fax / 314.436.9961



P10416.txt

rodgers / townsend

Invoice Detail

Page 1

ACG AMEREN CORPORATION
 IBN AIL PUBLIC NOTICE
 P10416 ACG AIL PUBLIC NOTICE 2011
 AMEREN CORPORATTON
 ATTN:
 300 LIBERTY STREET
 PEORIA, IL 61602

Due date SEP28/11
 Bill date AUG29/11
 Invoice number 08-2666

ACCOUNT EXEC
 CLI APPROVAL
 PO# 526925

 P10416 ACG AIL PUBLIC NOTICE 2011

Professional Services

MEDIA SERVICES

Total for Professional Services

Total for job P10416 ACG AIL PUBLIC NOTICE 2011

 Invoice total
 Please pay this amount

PLEASE REMIT TO:

PUBLIC VERSION
 SERAFIN & ASSOCIATES, INC.
 409 W. HURON, SUITE 600
 CHICAGO, IL 60654

(312)943-1955x10
 betsy@serafin.com



Schedule WPC-8 Attach 1 Part 3

Invoice

DATE	INVOICE #
09/01/2011 200	2884
TERMS	DUE DATE
Net 30	10/01/2011

BILL TO
Accounts Payable Section Ameren Illinois Companies PO Box 66892 St. Louis, MO 63166-6892

AMOUNT DUE	ENCLOSED

Please detach top portion and return with your payment.

P.O. Number
520545

Activity	Quantity	Rate	Amount
<ul style="list-style-type: none"> • DUE FOR COMMUNICATION MANAGEMENT SERVICES RENDERED DURING THE MONTH OF AUGUST, 2011 • DUE FOR OUT-OF-POCKET EXPENSES INCURRED ON YOUR BEHALF 			
TOTAL			

SUPPLIER #24645-00Chicago

Invoice



Xpress Professional Services, Inc.

Bill to:
Attention: Serafin & Associates 409 W. Huron St. Suite 600 Chicago, IL 60654-3480 United States

Invoice:	11165
Issue date:	Aug 30, 2011

Description	Quantity	Price	Total
Ameren-Illinois Tracking Poll # 7 - 8/25/11			

Subtotal: _____
Amount Due: _____

Comment:

TERMS: Due net 30 days.
Thank you for your business.

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

ELECTRONIC INVOICE

Source: AMAP_ISP

Page 1 of 1

Invoice No.: 27502

Invoice Date: 09/13/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST
PEORIA

61602

PO#: 529219 Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date: 10/13/2011

Terms: NET 30

Discount Due Date:

DETAIL SECTION

PO Line#	QUAN.	U/M	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
				TAX				

* For 1099 tax reporting purposes, labor may be included in this amount.

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INVOICE

AMERICAN BANNER SERVICE
1901 CHOUTEAU

Customer Information	Invoice #	Invoice Date:
Ameren 1901 Chouteau St. Louis, MO 63103	CID 2189	9/1/2011
Description: Installation/Removal (in advance) of banners on <i>Send Payment To:</i> For proper credit please reference the invoice number on your check.		
	Total Due:	

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

ELECTRONIC INVOICE

Source: AMAP_ISP

Page 1 of 1

Invoice No.: 27561

Invoice Date: 09/16/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST
PEORIA

61602

PO#: 529219 Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date: 10/16/2011

Terms: NET 30

Discount Due Date:

DETAIL SECTION

PO Line#	QUAN.	U/M	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
				TAX				

* For 1099 tax reporting purposes, labor may be included in this amount.

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PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

ELECTRONIC INVOICE

Source: AMAP_ISP

Page 1 of 1

Invoice No.: 27565

Invoice Date: 09/16/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST
PEORIA

61602

PO#: 529219 Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date: 10/16/2011

Terms: NET 30

Discount Due Date:

DETAIL SECTION

PO Line#	QUAN.	U/M	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
				TAX				

* For 1099 tax reporting purposes, labor may be included in this amount.

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121 S. Lincoln St. Peoria, IL 61602 www.simantel.com p 309.673.7700 f 309.673.7756

Invoice

Ameren
300 Liberty St
Peoria, IL 61602

Invoice Date: Sep-14-2011
Job: 1101057, 2011 Messaging Services

Invoice: 41280
PO: 537730

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following consultation activities through the month of August:

Prepped for and attended monthly status meetings, provided billing details, archived, reviewed industry information, provided advertising information for apprentice lineman school, discussed WINI invoice, designed two versions of hand fan artwork for Farm Progress Show, researched, managed and programmed new civic center web banner to replace version with old logo, provided artwork for Kil-A-Watt device and blackberry image for use on Z-card

Marketing Services

Account Services
Creative Services

Marketing Services Total

Discounts

Discounts and Allowances

Discounts Total

Total

Terms: Net 30



321 SW Water St, Peoria, IL 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
300 Liberty St
Peoria, IL 61602

Invoice Date: Sep-15-2011
Job: 1101058, 2011 General Web Updates

Invoice: 41286
PO: 537730

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following website updates and consultation activities through the month of August:

Prepped for and attended monthly status meetings, provided billing details, reviewed metrics, checked into specific metrics on outside page hits for KidsActOnEnergy.com, general maintenance on site: license update for DNN.

Marketing Services

Account Services
Digital Services

Marketing Services Total

Discounts

Discounts and Allowances

Discounts Total

Total

Terms: Net 30

Disbursement Request

Voucher# 001379465 Invoice # DR001379465 Invoice Dt 09/21/2011 Total Amt
Supplier # & Name 64095 DU QUOIN EVENING CALL
Supplier Site 00DUQUOIN
Address1 ATTN JOHN CROESSMAN
Address2 PO BOX 184
Address3
Address4
City DU QUOIN State IL ZIP 62832
Requestor Approver
Pay Term NET 5
SSN/Tax Id Reportable? N
Description of Payment for Auditing Purposes PROMO DISPLAY DQ FAIR BOOK
Check Skirt Description ACCOUNT NUMBER 104194-03

Line: 1 AIC-1-ZA-909-29D-29D-*-0K869-01-CCCR-BX-214
Line: 2 AIC-2-ZA-909-29D-29D-*-0K869-02-CCCR-BX-214

Real Estate Type
1099 Type
Date Granted
Legal Desc
Legal Addr

Disbursement Request

Voucher# 001379478 Invoice # DR001379478 Invoice Dt 09/21/2011 Total Amt

Supplier # & Name 66811 SENTINEL CIRCULATION

Supplier Site 00CENTRALIA

Address1 232 E BROADWAY

Address2

Address3

Address4

City CENTRALIA State IL ZIP 62801

Requestor Approver

Pay Term NET 5

SSN/Tax Id Reportable? N

Description of Payment for Auditing Purposes SUPPORT FOR BALLOONFEST IN CENTRALIA

Check Skirt Description BALLOONFEST AND CRIER

Line: 1 AIC-1-ZA-909-29D-29D-*-0K869-01-CCCR-BX-214

Line: 2 AIC-2-ZA-909-29D-29D-*-0K869-02-CCCR-BX-214

Real Estate Type

1099 Type

Date Granted

Legal Desc

Legal Addr

Disbursement Request

Voucher# 001380597 Invoice # DR001380597 Invoice Dt 09/22/2011 Total Amt

Supplier # & Name 78233 CHRISTINA SMITH

Supplier Site 00DANVERS

Address1 PO BOX 551

Address2

Address3

Address4

City DANVERS State IL ZIP 61732

Requestor Approver

Pay Term NET 5

SSN/Tax Id Reportable? Y

Description of Payment for Auditing Purposes DATABASE DESIGN AND DEVELOPMENT

Check Skirt Description Invoice 100

Line: 1 AIC-1-ZA-909-29D-29D-*0K906-01-CCEP-EX-101

Line: 2 AIC-2-ZA-909-29D-29D-*0K906-02-CCEP-EX-101

Real Estate Type

1099 Type MISC7

Date Granted

Legal Desc

Legal Addr

simantel

321 sw water st, peoria, il 61602 www.simantel.com p.309.674.7747 f.309.674.7756

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-16-2011
Job: 1012018, (I&E) Segment Integration Illinois

Invoice: 41308
PO: 534153

Invoice includes time and costs associated with the integration of Illinois and Corporate initiatives.

Time and costs include internal meetings and collaboration among the account teams to ensure all initiatives are aligned and communicated appropriately. Includes time spent aligning Illinois' objectives for the media plan and several client meetings.

Marketing Services

Account Manager
Senior Mktg. Consultant
Designer

Marketing Services Total

Total

Total billing including current charges:

Terms: Net 30

simantel

321 sw water st. peoria. il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-13-2011
Job: 1012005, (I&E) Strategy Development/Planning 2011

Invoice: 41307
PO: 534153

This invoice includes embedded employee costs, long term planning and marketing consultation for the month of August. Including the following:

- Client meetings and multiple revisions to the media plan
- Susie consultation meetings
- Meetings to discuss integration of spots
- Discussion and initial planning for 2012
- Meeting with CoreBrand in St Louis
- Discussion guide and outline of segment facilitation meeting
- Create publication lists for
- Creating and sending additional editorial lists for client
- Travel time (billed at 1/2)

Marketing Services

Account Manager
Travel Time
Account Coordinator
Senior Mktg. Consultant

Marketing Services Total

Media Services

Media Director
Media Buyer

Media Services Total

Total

Total billing including current charges:

Terms: Net 30

simantel

321 SW 3rd St. Peoria, IL 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-16-2011
Job: 1012025, (I&E) Identity and Education Support

Invoice: 41309
PO: 534153

This invoice includes time and expenses for project and support efforts related to Ameren's I&E initiatives, reinforcing Ameren's promise and commitment to education for customers and employees. Includes the following projects for August:

- Updates to status report, and weekly meetings
- Working with _____ on locked up logo files for web
- Updates to the FEFL launch timeline for SLT meeting
- Finalizing SLT presentation
- Compiling reference for the ELT meeting
- Creating slides for the ELT meeting

Also includes updating weekly status reports, weekly status report meetings, internal meetings and weekly internal traffic meetings.

Marketing Services

Account Coordinator
Account Manager
Senior Mktg. Consultant
Communication Strategist
Senior Art Director
Art Director
Senior Copywriter
Designer
Production Manager

Marketing Services Total

Miscellaneous Charges

Postage
Other Expenses

Miscellaneous Charges Total

Total

simantel

321 S. Water Street, Tallahassee, Florida 32301-6160 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

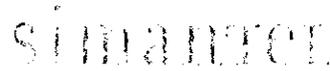
Page: 2

Invoice Date: Sep-16-2011

Invoice: 41309

Total billing including current charges

Terms: Net 30



Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-13-2011
Job: 1103061, (Corp) Corporate Support

Invoice: 41310
PO: 487804

This invoice includes time/expenses for support efforts related to Ameren's Corporate Initiatives. Includes the following projects for August:

- Finish HR culture materials - Revisions to posters, slides and screen-savers. Providing final poster to printer.
 - Re-format all letterhead files from Furlong requirements to InDesign, and load all working files for Ameren's design team.
- Includes client calls/meetings, project management, copywriting and design.

Marketing Services

Account Manager
Account Coordinator
Senior Art Director
Art Director
Designer
Senior Copywriter
Production Manager

Marketing Services Total

Miscellaneous Charges

Other Expenses
Materials

Miscellaneous Charges Total

Total

Terms: Net 30

simantel

321 S. Water St., Peotia, IL 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
 Identity & Education
 One Ameren Plaza
 1901 Chouteau Avenue
 St. Louis, MO 63103

Invoice Date: Sep-13-2011
Job: 1105021, (I&E) TH Mtg Q4 2011

Invoice: 41311
PO: 534153

This invoice is for the time and costs associated with the development of the 2011 Q4 Town Hall. This includes the gathering of information, development of the PowerPoint presentation, and providing messaging direction for the SME video interviews. Time and costs include the following:

- Development of Content for HAMM, TSR, and Moving Forward
- Development of Content for Updates and Current Events
- Development of Content for Opening and Closing Sections
- Test Pilot with Employees
- Development of PowerPoint Presentation

Includes, account management, research, copywriting, project management, creative direction, design, strategy, proofreading, travel time, expenses and delivery of all final PowerPoint files.

Does not include photography, illustrations, animations, video production or editing. Assumes Ameren to arrange all on-camera interviews and coordinate employees for focus testing.

Marketing Services

Account Coordinator
 Project Manager
 Travel Time
 Account Manager
 Senior Mktg. Consultant
 Senior Copywriter
 Designer
 Art Director
 Exec. Creative Director
 Proofreading

Marketing Services Total

Miscellaneous Charges

Travel Expenses
 Meals

Miscellaneous Charges Total

Total

simantel

321 sw water st. peoria. il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Page: 2

Invoice Date: Sep-13-2011

Invoice: 41311

Total billing including current charges:

Terms: Net 30

simantel

321 sw 14th st. peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
Corporate
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-13-2011
Job: 1107031, (Corp.) Ameren Territory Map

Invoice: 41312
PO: 487804

This invoice is to re-create the Ameren Service Territory map into a layered photoshop design file (.psd format). Final deliverables include working files (PSD and Illustrator files - for additional reference) allowing Ameren to complete any future map edits internally.

Time and costs include project management, design/illustration, art direction, copywriting, and pre-production electronic services.

Marketing Services

Account Manager
Account Coordinator
Illustration
Senior Copywriter
Art Director
Exec. Creative Director
Production Manager

Marketing Services Total

Total

Total billing including current charges:

Terms: Net 30

simantel

321 sw water st. peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-13-2011
Job: 1107043, (I&E) Animation - How Ameren Makes Money

Invoice: 41313
PO: 534153

This invoice includes time and costs associated with creating one consecutive, 3-minute animation explaining How Ameren Makes Money and up to 3 animated graphs to support the Total Shareholder Return video package. Invoice assumes this animation will follow the same look and feel as the Rate Facts Animation.

Time and costs include content development, scripting for voiceover, illustration, animation, project management, client meetings, and two rounds of revisions. Assumes voiceover talent will be supplied by Ameren. Because the look and feel is already established, this estimate will not include storyboards.

Marketing Services

Project Manager
Account Coordinator
Account Manager
Senior Mktg. Consultant
Creative Director
Art Director
Designer
Senior Copywriter
Digital Programmer

Marketing Services Total

Total

Terms: Net 30



321 st. water st. p. oria. il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-13-2011
Job: 1108026, (Corp) Open Captioning for ELC Videos
Campaign: Corporate

Invoice: 41314
PO: 487804

This invoice is for time and expenses to add open captioning to the two videos developed for the Energy Learning Center: Clean Air and Energy Efficiency

Marketing Services

Account Manager
Video Production

Marketing Services Total

Total

Total billing including current charges:

Terms: Net 30

simantel

321 southwest st, peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Invoice

Ameren
Identity & Education
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Sep-16-2011
Job: 1108042, (I&E) FEFL Training Materials

Invoice: 41315
PO: 534153

This invoice includes time and costs associated with developing the Focused Energy. For Life. Training.

Time and costs include the following:
Concept and provide written outline for format of training
Concept interactive activities and overall content
Gather existing materials, photos, and past work
Create the PowerPoint for training sessions including speakers notes
Write and create materials, copy and collate into folders
Provide onsite assistance - one person
Travel time and travel expenses

Marketing Services

Account Coordinator
Account Manager
Travel Time
Senior Mktg. Consultant
Art Director
Senior Copywriter

Marketing Services Total

Miscellaneous Charges

Travel Expenses

Miscellaneous Charges Total

Total

Total billing including current charges:

Terms: Net 30

PUBLIC VERSION



FRYE-WILLIAMSON PRESS, INC.

P.O. Box 1057, Springfield, IL 62705
217-522-7744 Toll Free 888-545-6350 Fax: 217-522-7785

www.fryewilliamson.com

P. 0.520469

Bill To:

AMEREN
ATTN: MC: E-17
370 S. MAIN ST
DECATUR IL 62523

Ship To:

AMERENIP - check with Emil
MC: E-17
370 S. MAIN STREET
DECATUR IL 62523

Invoice No.:	Schedule WPC-8 Attach 1 Part 3 27349
Date:	8/11/2011
Customer No.:	00000001081
Job No.:	28085
Customer PO:	
Salesperson:	EMIL ROSE

WARM NEIGHBORS COOL FRIENDS APPLICATION FORMS
FORMS #WNCF - APP 11/10 -- revised
3 PRT CARBONLESS 3C 1 SIDE PADDED AT TOP

Itemized Tax Summary:
Taxable Material:

Terms: Net 30 Days
2% per month finance charge
or 24% annual percentage rate added after 30 days

Please return one copy with remittance.

We now accept Visa, Mastercard & Discover

Sub Total:
Tax:
Frght/Postage:
Deposit:

Please Remit :

simantel

321 sw water st, peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Ameren
300 Liberty St
Peoria, IL 61602

Invoice: 41956
Date: Nov-28-2011
Job: M475
PO: 535758
Payment due: Dec-28-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

Smart Grid
Safety/Storm/Solar
Renewables

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Paducah-Cape Girardeau-Ha			
KBSI-FOX	Oct-31-11 - Nov-14-11		
KFVS-TV	Oct-31-11 - Nov-14-11		
WSIL/ABC	Oct-31-11 - Nov-14-11		
Market Total			
Total			
Amount Due			



321 sw water st, jefferson, la 70002 www.simantel.com p: 504.673.7777 f: 504.673.7776

:: TV COMMERCIAL - ANSWERS ON SMART GRID (:30)

Date: 2.26.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
Mom curled up on couch with kid, reading by a light. Mom flips light on.	It's good to know we'll have power when we need it.	
Ameren employee in high-tech computer room.	At Ameren, we're making the power grid more reliable ... by making it smarter.	-Smart Grid
Ameren lineman at a substation.	We're installing "smart" sensors at our substations—to find and fix problems, fast.	
Ameren meter technician in neighborhood, next to automated meter.	A Smart Grid can help prevent outages.	-Prevent outages
Ameren employee in high-tech computer room.	A Smart Grid means reliable service.	-Reliable service
Ameren meter technician in neighborhood, next to automated meter.	I'm focused on making sure the energy you need, is there when you need it—for life.	
Animation of logo and <i>Focused Energy. For Life.</i>	VO: Ameren— <i>Focused Energy. For Life.</i>	

How is Ameren making sure my power stays on?



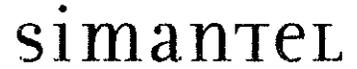
321 SW Water St., Portland, OR 97202 www.simantel.com p. 309-671-7117 109,573,116

:: TV COMMERCIAL (PSA-STYLE) – SPRING STORM SAFETY (:15)

Date: 2.26.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
Kids playing in front of house	<i>Ambient noise</i>	
Older child, around age 12.	Stormy weather can bring down power lines. And you can't always see em under bushes and branches.	<i>Show B-roll images in grid:</i> -Power lines in the rain -Line partially obscured by debris
Employee outside on street	Ameren wants you to know all power lines are dangerous so never go near them. Learn more at Ameren.com.	
Short animation of logo and <i>Focused Energy. For Life.</i>		



TEL: 309.674.7747 FAX: 309.674.7756 www.simantel.com

:: TV COMMERCIAL – ANSWERS ON RENEWABLE ENERGY (:30)

Date: 2 .14.2011

Client: Ameren

VISUAL MESS	AGE	GRAPHIC ON SCREEN
Customer, a college kid in a café with friends.	We all want renewable energy. How can we make that happen here?	
Ameren employee	We're focused on finding the right balance of renewable energy so it works for life.	
Ameren employee at Fred Weber landfill.	And we're working on ways to turn trash into clean electricity.	Turning trash into electricity
Ameren employee at GOB, next to solar panels.	We're focusing on solar power and how it can work in the Midwest.	
Ameren employee at wind farm.	It's all happening here, right now.	
Ameren employee at GOB, next to solar panels.	See how renewable energy can work in your life at Ameren-dot-com.	Ameren.com
Animation of logo and <i>Focused Energy. For Life.</i>		



321 sw water st. peoria. il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

:: TV COMMERCIAL - SOLAR (:15)

Date: 2 .14.2011

Client: A meren

VISUAL MESS	AGE	GRAPHIC ON SCREEN
Business person	Would Solar Panels work for me?	
Ameren employee at GOB, next to solar panels.	We're testing solar power to see what works best in the Midwest.	
Ameren employee at GOB, next to solar panels.	If your considering solar, get answers at Ameren-solar-com	AmerenSolar.com
Animation of logo and <i>Focused Energy. For Life.</i>		

simantel

321 sw water st, peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Ameren
300 Liberty St
Peoria, IL 61602

Invoice: 41951
Date: Nov-28-2011
Job: M470
PO: 535758
Payment due: Dec-28-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

Smart Grid
Safety/Storm/Solar
Renewables

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: St. Louis, Mo			
4956 Charter, Illinois Zone, IL-Cable	Oct-31-11 - Nov-14-11		
Market Total			
Total			
Amount Due			



Summary by Week

Period From 10/31/2011 To 12/11/2011

Date: 11/17/2011

Client: Ameren
 Media: Cable
 Product: Ameren Corporate
 Market: St. Louis
 Primary Demo: Adults 35-64
 Separation between spots: 10
 Estimate Comments:

Estimate: 470
 Description: Ameren Corporate Q4 IL Cable STL
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 12/11/11 4:59:00 AM
 Survey: May11 C-DMA Nielsen #

Send Billing To:

Week No.	Week Date	Total Spots	STN Gross		STN Net		Adults 35-64				Adults 25-49			
			PCT		PCT		STN GR CPP	STN NET CPP	GRP	PCT	STN GR CPP	STN NET CPP	GRP	PCT
8	10/31/2011		34%		34%			28.6	33%			42.4	34%	- Safety/Storm
9	11/7/2011		33%		33%			28.6	33%			42.0	33%	Solar +
10	11/14/2011		33%		33%			28.6	33%			42.0	33%	
Market Total:								85.8				126.4		

FFFL P.O. 535 758

Smart Grid
 Safety/Storm/Solar
 Renewable



321 SW Water Street, Portland, OR 97204 www.simantel.com 503.228.4100 Fax: 503.228.4101

:: TV COMMERCIAL - ANSWERS ON SMART GRID (:30)

Date: 2.26.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
Mom curled up on couch with kid, reading by a light. Mom flips light on.	It's good to know we'll have power when we need it.	
Ameren employee in high-tech computer room.	At Ameren, we're making the power grid more reliable ... by making it smarter.	-Smart Grid
Ameren lineman at a substation.	We're installing "smart" sensors at our substations—to find and fix problems, fast.	
Ameren meter technician in neighborhood, next to automated meter.	A Smart Grid can help prevent outages.	-Prevent outages
Ameren employee in high-tech computer room.	A Smart Grid means reliable service.	-Reliable service
Ameren meter technician in neighborhood, next to automated meter.	I'm focused on making sure the energy you need, is there when you need it—for life.	
Animation of logo and <i>Focused Energy. For Life.</i>	VO: Ameren— <i>Focused Energy. For Life.</i>	

How is Ameren making sure my power stays on?



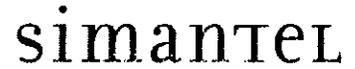
321 SW Water Street, Portland, OR 97202 www.simantel.com | 309.671.7241 | 309.671.7242

:: TV COMMERCIAL (PSA-STYLE) – GENERAL SAFETY (:15)

Date: 7.11.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
	<i>Power lines are dangerous. And Ameren wants you to stay away and stay safe.</i>	Full screen/no grid
	So look up when using ladders outdoors...to make sure there's no risk of contact with power lines.	<i>Show B-roll images in grid:</i> -Power lines/pole -Cleaning gutters -Ladder on house
Employee	Get more safety tips at Ameren.com	
Short animation of logo and <i>Focused Energy. For Life.</i>		



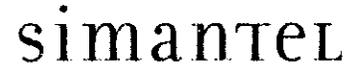
321 six water st. pentra. il 61602 www.simantel.com p. 309.673.7747 f. 309.674.7756

:: TV COMMERCIAL - ANSWERS ON RENEWABLE ENERGY (:30)

Date: 2 .14.2011

Client: A meren

VISUAL MESS	AGE	GRAPHIC ON SCREEN
Customer, a college kid in a café with friends.	We all want renewable energy. How can we make that happen here?	
Ameren employee	We're focused on finding the right balance of renewable energy so it works for life.	
Ameren employee at Fred Weber landfill.	And we're working on ways to turn trash into clean electricity.	Turning trash into electricity
Ameren employee at GOB, next to solar panels.	We're focusing on solar power and how it can work in the Midwest.	
Ameren employee at wind farm.	It's all happening here, right now.	
Ameren employee at GOB, next to solar panels.	See how renewable energy can work in your life at Ameren-dot-com.	Ameren.com
Animation of logo and <i>Focused Energy. For Life.</i>		



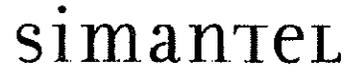
321 SW Water St., Portland, OR 97202 www.simantel.com p: 503.651.7711 f: 503.651.1756

:: TV COMMERCIAL (PSA-STYLE) – SPRING STORM SAFETY (:15)

Date: 2.26.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
Kids playing in front of house	<i>Ambient noise</i>	
Older child, around age 12.	Stormy weather can bring down power lines. And you can't always see em under bushes and branches.	<i>Show B-roll images in grid:</i> -Power lines in the rain -Line partially obscured by debris
Employee outside on street	Ameren wants you to know all power lines are dangerous so never go near them. Learn more at Ameren.com.	
Short animation of logo and <i>Focused Energy. For Life.</i>		



321 sw water st. peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

:: TV COMMERCIAL - SOLAR (:15)

Date: 2 .14.2011

Client: A meren

VISUAL MESS	AGE	GRAPHIC ON SCREEN
Business person	Would Solar Panels work for me?	
Ameren employee at GOB, next to solar panels.	We're testing solar power to see what works best in the Midwest.	
Ameren employee at GOB, next to solar panels.	If your considering solar, get answers at Ameren-solar-com	AmerenSolar.com
Animation of logo and <i>Focused Energy. For Life.</i>		

simantel

321 sw water st, peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Ameren
300 Liberty St
Peoria, IL 61602

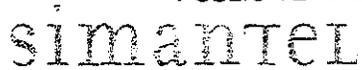
Invoice: 41955
Date: Nov-28-2011
Job: M474
PO: 535758
Payment due: Dec-28-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

Smart Grid
Safety/Storm/Solar
Renewables

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Paducah-Cape Girardeau-Ha			
1267 MEDIACOM, On Media/Carbondale, IL	Oct-31-11 - Nov-14-11		
2439 Charter, Mt. Vernon, IL-Cable	Oct-31-11 - Nov-14-11		
7807 Comcast, OnMedia/DuQuoin-Benton	Oct-31-11 - Nov-14-11		
Market Total			
Total			
Amount Due			



Summary by Week

Period From 10/31/2011 To 12/11/2011

Date: 11/17/2011

Client: Ameren
 Media: Cable
 Product: Ameren Corporate
 Market: Paducah
 Primary Demo: Adults 35-64
 Separation between spots: 10
 Estimate Comments:

Estimate: 474
 Description: Ameren Corporate Q4 IL Cable Pad/ S. Illin
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 12/11/11 4:59:00 AM
 Survey: Nov10 C-DMA Nielsen #

Send Billing To:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49			
							STN GR CPP	STN NET CPP	GRP	PCT	STN GR CPP	STN NET CPP	GRP	PCT
8	10/31/2011			34%		34%			11.4	34%			9.2	33%
9	11/7/2011			33%		33%			11.2	33%			9.2	33%
10	11/14/2011			33%		33%			11.2	33%			9.2	33%
Market Total:									33.8				27.6	

FEFL - P.O. 535758

*Smart Grid
 Safety / Storm / Solar
 Renewables*



221 SW Washington Street, Portland, OR 97201 www.simantel.com p 503.221.1211 f 503.221.1216

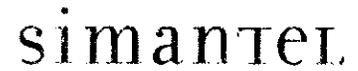
:: TV COMMERCIAL - ANSWERS ON SMART GRID (:30)

Date: 2.26.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
Mom curled up on couch with kid, reading by a light. Mom flips light on.	It's good to know we'll have power when we need it.	
Ameren employee in high-tech computer room.	At Ameren, we're making the power grid more reliable ... by making it smarter.	-Smart Grid
Ameren lineman at a substation.	We're installing "smart" sensors at our substations—to find and fix problems, fast.	
Ameren meter technician in neighborhood, next to automated meter.	A Smart Grid can help prevent outages.	-Prevent outages
Ameren employee in high-tech computer room.	A Smart Grid means reliable service.	-Reliable service
Ameren meter technician in neighborhood, next to automated meter.	I'm focused on making sure the energy you need, is there when you need it—for life.	
Animation of logo and <i>Focused Energy. For Life.</i>	VO: Ameren— <i>Focused Energy. For Life.</i>	

How is Ameren making sure my power stays on?



1215 W. Wacker Drive, Suite 1100 Chicago, IL 60602 www.simantel.com p. 309.471.7700 t. 309.471.7700

:: TV COMMERCIAL (PSA-STYLE) – GENERAL SAFETY (:15)

Date: 7.11.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
	<i>Power lines are dangerous. And Ameren wants you to stay away and stay safe.</i>	Full screen/no grid
	So look up when using ladders outdoors...to make sure there's no risk of contact with power lines.	<i>Show B-roll images in grid:</i> -Power lines/pole -Cleaning gutters -Ladder on house
Employee	Get more safety tips at Ameren.com	
Short animation of logo and <i>Focused Energy. For Life.</i>		



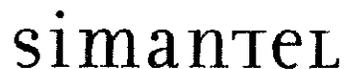
321 SW Water St., Portland, OR 97202 www.simantel.com p 503.651.7347 f 503.651.7356

:: TV COMMERCIAL (PSA-STYLE) - SPRING STORM SAFETY (:15)

Date: 2.26.2011

Client: Ameren

VISUAL	MESSAGE	GRAPHIC ON SCREEN
Kids playing in front of house	<i>Ambient noise</i>	
Older child, around age 12.	Stormy weather can bring down power lines. And you can't always see em under bushes and branches.	<i>Show B-roll images in grid:</i> -Power lines in the rain -Line partially obscured by debris
Employee outside on street	Ameren wants you to know all power lines are dangerous so never go near them. Learn more at Ameren.com.	
Short animation of logo and <i>Focused Energy. For Life.</i>		



321 sw water st. peoria, il 61602 www.simantel.com p 309.674.1747 f 309.674.7736

:: TV COMMERCIAL – ANSWERS ON RENEWABLE ENERGY (:30)

Date: 2 .14.2011

Client: A meren

VISUAL MESS	AGE	GRAPHIC ON SCREEN
Customer, a college kid in a café with friends.	We all want renewable energy. How can we make that happen here?	
Ameren employee	We're focused on finding the right balance of renewable energy so it works for life.	
Ameren employee at Fred Weber landfill.	And we're working on ways to turn trash into clean electricity.	Turning trash into electricity
Ameren employee at GOB, next to solar panels.	We're focusing on solar power and how it can work in the Midwest.	
Ameren employee at wind farm.	It's all happening here, right now.	
Ameren employee at GOB, next to solar panels.	See how renewable energy can work in your life at Ameren-dot-com.	Ameren.com
Animation of logo and <i>Focused Energy. For Life.</i>		



321 sw water st. peoria. il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

:: TV COMMERCIAL - SOLAR (:15)

Date: 2 .14.2011

Client: A meren

VISUAL MESS	AGE	GRAPHIC ON SCREEN
Business person	Would Solar Panels work for me?	
Ameren employee at GOB, next to solar panels.	We're testing solar power to see what works best in the Midwest.	
Ameren employee at GOB, next to solar panels.	If your considering solar, get answers at Ameren-solar-com	AmerenSolar.com
Animation of logo and Focused Energy. For Life.		

SERAFIN & ASSOCIATES, INC.
 409 W. HURON, SUITE 600
 CHICAGO, IL 60654

(312)943-1955x10
 betsy@serafin.com



Invoice

DATE	INVOICE #
12/04/2011	2002950
TERMS	DUE DATE
Net 30	01/03/2012

BILL TO
Accounts Payable Section Ameren Illinois Companies PO Box 66892 St. Louis, MO 63166-6892

AMOUNT DUE	ENCLOSED

✕ Please detach top portion and return with your payment. ✕

P. O. Number
520545

Activity	Quantity	Rate	Amount
<ul style="list-style-type: none"> • DUE FOR COMMUNICATION MANAGEMENT SERVICES RENDERED DURING THE MONTH OF NOVEMBER, 2011 • DUE FOR OUT-OF-POCKET EXPENSES INCURRED ON YOUR BEHALF 			

SUPPLIER 520545-00 CHICAGO

TOTAL

Invoice



Xpress Professional Services, Inc.
220 East Adams Street
Springfield, IL
62701 United States
Tel. 217-522-1257
www.xps-web.com

Bill to:
Attention: Ameren Illinois PO Box 66892 St. Louis, MO 63166-6892 United States

Invoice:	11206
Reference No.:	4327
Issue date:	Nov 30, 2011

Description	Quantity	Price	Total
Ameren Tracker Poll #10 11/22/11			

Subtotal: _____
Amount Due: _____

Comment:

TERMS: Due net 30 days.
Thank you for your business.

Disbursement Request

Voucher# 001456086 Invoice # DR001456086 Invoice Dt 12/22/2011 Total Amt
Supplier # & Name 08617 ILLINOIS STATE UNIVERSITY
Supplier Site 01NORMAL
Address1 CAMPUS BOX 8610
Address2
Address3
Address4
City NORMAL State IL ZIP 61790
Requestor Approver
Pay Term NET 5
SSN/Tax Id Reportable? N
Description of Payment for Auditing Purposes ILLINOIS SUPERVISORY SHROEDER 138
Check Skirt Description Facility Fee JV11042

Line: 1 AIC-1-ZA-909-29D-29D-*-0K869-01-CCCR-BX-ISS

Real Estate Type
1099 Type
Date Granted
Legal Desc
Legal Addr

By submitting and/or approving this Disbursement Request, I certify this payment is not in violation of Ameren's

Disbursement Request

Voucher# 001456093 Invoice # DR001456093 Invoice Dt 12/22/2011 Total Amt
Supplier # & Name 67627 ALEX R HAGEN
Supplier Site 00EFFINGHAM
Address1 302 SANTA BARBARA DRIVE
Address2
Address3
Address4
City EFFINGHAM State IL ZIP 62401
Requestor Approver
Pay Term NET 5
SSN/Tax Id Reportable? Y
Description of Payment for Auditing Purposes ACTOR FOR AMEREN ILLINOIS AT PINE CREST
ELEMENTARY SCHOOL IN GEORGETOWN FOR FOUR
SECOND GRADE CLASSES HOURS WORKED AND 233
MILES TRAVELED
Check Skirt Description LOUIE ACTOR

Line: 1 AIC-1-ZA-909-29D-29D-*-0K869-01-CCCR-EX-HAGEN

Real Estate Type
1099 Type MISC7
Date Granted
Legal Desc
Legal Addr

By submitting and/or approving this Disbursement Request, I certify this payment is not in violation of Ameren's



309,671,7767 1309,671,7756 www.simantel.com p 309,671,7767 f 309,671,7756

Invoice

Ameren
Corporate
One Ameren Plaza
1901 Chouteau Avenue
St. Louis, MO 63103

Invoice Date: Dec-06-2011
Job: 1110001, (Corp.) 2011 Holiday Card
Campaign: Corporate
Acct Superv:

Invoice: 42063
PO: 487804

This invoice includes time and costs for the design and printing of holiday cards.
This includes copywriting, project management and EPP of all final files.

Marketing Services

Art Director
Designer

Marketing Services Total

Outside Expenses

Printing

Outside Expenses Total

Total

Total billing including current charges:

Terms: Net 30

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 3

ELECTRONIC INVOICE

Source: AMAP_ISP

Page 1 of 1

Invoice No.: 28628

Invoice Date: 12/29/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST
PEORIA

61602

PO#: 529219

Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date:

Terms: NET 30

Discount Due Date:

DETAIL SECTION

PO Line#	QUAN.	U/M	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		TRV		Tax	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		TRV		Tax	4038 300 LIBERTY	

* For 1099 tax reporting purposes, labor may be included in this amount.

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