



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

Invoice No.:	27221
Date:	7/29/2011
Customer No.:	000000001081
Job No.:	27946
Customer PO:	520500 520409
Salesperson:	EMIL ROSE

Bill To:

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

Ship To:

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

ENERGY ASSISTANCE FOUNDATION MEMOPADS
PADS OF EA. 3 COLOR 1SIDE
PAD AT TOP
70# WHITE OFFSET

**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:
Frgh/Postage:
Deposit:

Please Remit :



**** INVOICE ****

**AMEREN CORPORATION
ONE AMEREN PLAZA
1901 CHOUTEAU AVENUE
ST LOUIS MO 63103
ATTN:**

**Invoice 00223105
P.O. 554320
Client AMRN
Product GENERAL
Job number 11AMR001
Date 14SEP2011

AMEREN CONSULTING

MOMENTUM CONSULTING FEE

Total Payment Due This Invoice by -

14OCT2011

\$

Please remit to:

Wire Remittance:

Questions regarding this invoice? Contact Momentum's Accounts Receivable Dept.
Ph: 314 646-6200 Fax: 314 646-6965

Client Copy

Disbursement Request

Voucher# 001386987 Invoice # DR001386987 Invoice Dt 09/29/2011 Total Amt
Supplier # & Name 02944 CAPITOL BLUEPRINT CO
Supplier Site 00SPRINGFIELD
Address1 1313 S FIRST ST
Address2
Address3
Address4
City SPRINGFIELD State IL ZIP 62704
Requestor Approver
Pay Term NET 5
SSN/Tax Id Reportable? N
Description of Payment for Auditing Purposes FLYER PRINTING FULL COLOR - ELECTRIC
Check Skirt Description INVOICE 100072
Line: 1 AIC-1-ZA-909-29D-29D-*-0K906-01-CCEP-EX-*

Real Estate Type

1099 Type

Date Granted

Legal Desc

Legal Addr

Disbursement Request

Voucher# 001387056 Invoice # DR001387056 Invoice Dt 09/29/2011 Total Amt
Supplier # & Name 51601 TOWNSHIP OFFICIALS OF ILLINOIS
Supplier Site 00SPRINGFIELD
Address1 408 SOUTH FIFTH STREET
Address2
Address3
Address4
City SPRINGFIELD State IL ZIP 62701
Requestor Approver
Pay Term NET 5
SSN/Tax Id Reportable? N
Description of Payment for Auditing Purposes PROMOTION OF STORM RESPONSE AND ENERGY ASSISTANCE
Check Skirt Description INVOICE FOR ANNUAL ED. CONF.
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



BLIC VERSION

Schedule WPC-8 Attach 1 Part 4

Remit to:

J.J. Collins
Printers since 1878

Invoice: 138909 (Continued)
Invoice Date: 9/22/2011
Job: 79127
Salesperson: Rick Kuchefski
Purchase Order: 529220
Form Number: 18798

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 18798 OCTOBER 2011 - ONE VERSION			
	Shipped to FIServ, Hazelwood, MO.9/21/11 via Conway			
	Shpd to Ameren, Mail		Springfield, IL.9/21/11 via US	
	Shpd to Ameren, via US Mail		Belleville, IL. 9/21/11	
	Shpd to Ameren,		Decatur, IL.9/21/11 via US Mail	
	Shpd to Ameren, US Mail		Marion, IL. 9/21/11 via	
	Shpd to Ameren, Mail		Mattoon, IL. 9/21/11 via US	
	Shpd to Ameren,		Quincy, IL. 9/21/11 via US Mail	
	Shpd to Ameren, Mail		Maryville, IL. 9/21/11 via US	
	Shpd to Ameren, Mail		Springfield, IL. 9/21/11 via US	
	Shpd to AmerenCILCO, Mail		Peoria, IL.9/21/11 via US	
	Shpd to AmerenCILCO;		Peoria, IL.9/21/11 via UPS	
	Shpd to AmerenCILCO, US Mail		Peoria, IL. 9/21/11 via	



PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 4

Remit to:

J.J. Collins
Printers since 1878

Invoice: 138909
Invoice Date: 9/22/2011
Job: 79127
Salesperson: Rick Kuchefski
Purchase Order: 529220
Form Number: 18798

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



VERSION

J.J. Collins

Printers Since 1878

Shipper: J.J. COLLINS PRINTERS
2351 MADISON AVENUE
CHARLESTON, IL 61920

BILL OF LADING 79127-0-12
Schedule W 1988 Attachment 1 Part 4

Original-Not Negotiable 9/21/2011
SUBJECT TO THE TERMS AND CONDITIONS OF THE
UNIFORM BILL OF LADING

INSIDE DELIVERY REQUIRED

BILL FREIGHT CHARGES TO:

Ship To: FiServ

Carrier: Conway

5875 North Lindbergh Blvd. Dock Doors 12-14

Hazelwood, MO 63042

[Redacted]			
111-083000			
Driver's signature acknowledges receipt of freight only. Received shipment is subject to terms of a written contract, if any, otherwise subject to the terms, conditions and limitations of liability set forth in tariff CONWAY 199. (see www.con-way.com/freight)			
9	Conway		
MM	29002-Q0	ED/SPCL #	DEST SIC
			istody job

PO: 529220 Form: 18798 JJC: 79127 Ameren
Qty 1,279,200 Cartons: 9/21/2011 Time08:45:25 Skids

DELIVERIES SHOULD BE SCHEDULED IN ADVANCE BY CONTACTING RICK STROHECKER @ 314-447-4106

DOCK DOORS 12-14 ARE FOR WH RECEIVING 177 CTNS @7200 1 CTN @ 4800

TOTAL: CARTONS: ___ PALLETS: ___

GROSS WEIGHT 10,095 CLASS 55 Printed Matter NMFC # 153760-01

~~DO NOT DOUBLE STACK SKIDS~~

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: *Dale Polenton* DATE 9/21/2011

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 Straight 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: 9/21/2011 8:55

J. Benney
9-21-11 14:00
(9) SWS



J.J. Collins
Printers since 1878

2351 Madison Avenue, Charleston, Illinois 61920-2399

To:

AmerenCILCO
300 Liberty St. 3rd Floor
Peoria, IL 61602
Pat Test

24W727 SEP 21, 2011 ACT WT 5.1 LBS #PK 1
SVC GNDCOM BL WT 6.0 LBS
TRACKING# 1224W7270368884026 ALL CURRENCY USD
REF 1:79127 SAMPLES
REF 2:

HC 0.00	CNS 0.00	FRT: SHP	SVC	USD
SHIPMENT PUB RATE CHARGES:			RS	0.00
DV 0.00	COD 0.00		PR	0.00
DC 0.00	DGD 0.00		POD	0.00
AH 0.00	PR 0.00			
TOT PUB CHG		PUB + HANDLING		

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 4

ELECTRONIC INVOICE

Source: AMAP_ISP

Page 1 of 1

Invoice No.: 27733

Invoice Date: 09/29/2011

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: 10/29/2011

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	

MISCELLANEOUS

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

ActiveReports Evaluation. Copyright 2002-2006 (c) Data Dynamics, Ltd. All Rights Reserved.

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 4

ELECTRONIC INVOICE

Source: AMAP_JSP

Page 1 of 1

Invoice No.: 25937

Invoice Date: 04/27/2011

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: 05/27/2011

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.

ActiveReports Evaluation. Copyright 2002-2006 (c) Data Dynamics, Ltd. All Rights Reserved.

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 4



ADVANCED DIGITAL MEDIA INC
1210 E US HIGHWAY 136
PENFIELD, IL 61862-8014

(217)496-3661
billing@advanceddigitalmedia.tv
www.advanceddigitalmedia.tv

Invoice

DATE	INVOICE #
10/01/2011	32182
TERMS	DUE DATE
Net 30	10/31/2011

BILL TO
Ameren Illinois P O Box 66892 St. Louis, MO 63166-6892

AMOUNT DUE	ENCLOSED

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

SHIP DATE	SHIP VIA	P.O. Number	Sales Rep.
10/01/2011	Internet	620506	TJY

Date	Activity	Quantity	Rate	Amount
10/01/2011	Provide October "www.blueroomstream.com" access			
10/01/2011	*NOTE* PO #620506			

A Late Fee of 1.5% Per Month, 18% APR, Is Added Amounts Not Fully Paid 30 Days From Invoice Date.	TOTAL
--	--------------

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: 41417-B
Date: Sep-21-2011
Job: M481
Payment due: Oct-21-2011
P.O.: 535758

Job Title: Ameren Corporate Q4'11
0611 :30 RAD Radio General Safety

Broadcast Media Invoice

	<u>Spots</u>	<u>Amount</u>
Market Total		
WDDD-FM		
WJPF-AM		
WUEZ-FM		
<hr/>		
Total		
<hr/>		
Amount Due		

Terms: Net 30



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/23/2011

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

Estimate: 481
 Description: Ameren Corporate Q4 Radio Marion/Carbo
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Marion

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
WDDD-FM		30		33%						
WJPF-AM		30		25%						
WUEZ-FM		30		42%						
Market Total:										

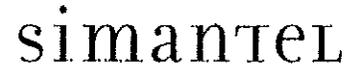
Ameren Spot
30 Safety

Ameren Employee #1: Ameren wants you to know power lines are deadly so look up and look out.

Ameren Employee #2: If you're working outdoors make sure there's no risk of contact. Keep ladders and equipment far away from wires and never trim trees near a power line. It's a lesson that could save your life.

Ameren Employee #1: And if you see a fallen power line, call us right away. Learn how to keep yourself and others safe around energy... all year long, at Ameren.com.

Ameren, focused energy for life.



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: 41416-B
Date: Sep-21-2011
Job: M480
Payment due: Oct-21-2011
P.O.: 535758

Job Title: Ameren Corporate Q4'11
0611 :30 RAD Safety-General Safety

Broadcast Media Invoice

	<u>Spots</u>	<u>Amount</u>
Market Total		
WSMI-AM		
<hr/>		
Total		
<hr/>		
Amount Due		

Terms: Net 30



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/23/2011

Client: Ameren
 Media: Radio
 Product: Ameren Corporate
 Market: Litchfield (u)
 Primary Demo: Adults 35-64
 Separation between spots: 10
 Estimate Comments:

Estimate: 480
 Description: Ameren Corporate Q4 Radio Litchfield
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Litchfield (u)

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
WSMI-FM		30		100%						

Market Total:

Ameren Spot
30 Safety

Ameren Employee #1: Ameren wants you to know power lines are deadly so look up and look out.

Ameren Employee #2: If you're working outdoors make sure there's no risk of contact. Keep ladders and equipment far away from wires and never trim trees near a power line. It's a lesson that could save your life.

Ameren Employee #1: And if you see a fallen power line, call us right away. Learn how to keep yourself and others safe around energy... all year long, at Ameren.com.

Ameren, focused energy for life.



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: 41413
Date: Sep-21-2011
Job: M475
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

0611 :30 Mega "M2 Megawatts"
0611 :30 Grid "Smart Grid"
0611 :15 Storm "Storm Safety"
0611 :15 Gen Safety "General Safety"

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Paducah-Cape Girardeau-Ha			
KBSI-FOX	Sep-12-11 - Sep-19-11		
KFVS-TV	Sep-12-11 - Sep-19-11		
WSIL/ABC	Sep-12-11 - Sep-19-11		
Market Total			
Total			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

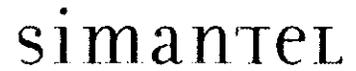
Date: 9/22/2011

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

Estimate: 475
 Description: Ameren Corporate Q4 IL Bcast Pad/ S. Illin
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Nov11 Proj. (Nov10 HUT, May11 SHR) DMA

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
KBSI-TV										
	30			8%		14.0	9%		8.0	8%
	15			0%		0.0	0%		0.0	0%
KFVS-TV										
	30			9%		24.5	16%		12.0	11%
	15			0%		0.0	0%		0.0	0%
WSIL-S2										
	30			36%		66.0	42%		49.0	47%
	15			46%		52.0	33%		36.0	34%
Market Total:							156.5			105.0



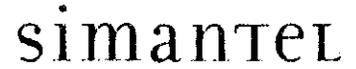
321 SW Water St. Portland, OR 97209 www.simantel.com p. 309-634-2111 t. 309-634-2100

:: 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 S.W. Water Street, Peoria, IL 61602 www.simantel.com p. 309.693.1111 fax. 309.693.1110

:: 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>		

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: 41412
Date: Sep-21-2011
Job: M474
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

0611 :15 Storm "Storm Safety"
0611 :15 Gen Safety "General Safety"

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Paducah-Cape Girardeau-Ha			
1267 MEDIACOM, On Media/Carbondale, IL	Sep-12-11 - Sep-19-11		
2439 Charter, Mt. Vernon, IL-Cable	Sep-12-11 - Sep-19-11		
7807 Comcast, OnMedia/DuQuoin-Benton	Sep-12-11 - Sep-19-11		
<hr/>			
Market Total			
<hr/>			
Total			
<hr/>			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/22/2011

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: 11/20/11 4:59:00 AM
 Survey: Nov10 C-DMA Nielsen #

Send Billing To:

Station	Spot Length	Total Spots	STN		Adults 35-64			Adults 25-49		
			Gross	PCT	CPP	GRP	PCT	CPP	GRP	PCT
1267 MEDIACOM, OnMedia/Carbondale, IL-Cable										
	15			49%		20.4	93%		16.0	87%
2439 CHARTER, Mt. Vernon - Centralia-Cable										
	15			33%		1.6	7%		0.0	0%
7807 COMCAST, OnMedia/Du Quoin-Benton, IL-Cable										
	15			18%		0.0	0%		2.4	13%
Market Total:							22.0			18.4



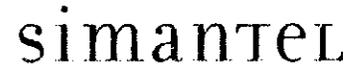
321 SW Water Street, Portland, OR 97207 www.simantel.com p. 309.477.7117 f. 309.477.7116

:: 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., Portland, OR 97202 www.simantel.com p. 503.471.7111 f. 503.471.7100

:: 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>		

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: 41409
Date: Sep-21-2011
Job: M471
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

0611 :30 Mega "M2 Megawatts"
0611 :30 Grid "Smart Grid"
0611 :15 Gen Safety "General Safety"
0611 :15 Storm "Storm Safety"

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: St. Louis, Mo			
KDNL-TV ABC	Sep-19-11		
KMOV-TV	Sep-12-11 - Sep-19-11		
KPLR-TV	Sep-12-11 - Sep-19-11		
KSDK-TV NBC	Sep-12-11 - Sep-19-11		
KTVI-TV FOX	Sep-12-11		
Market Total			
Total			
Amount Due			

Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/22/2011

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

Estimate: 471
Description: Ameren Corporate Q4 IL Bcast StL
Flight Start Date: 9/12/11 5:00:00 AM
Flight End Date: 11/20/11 4:59:00 AM
Survey: May11 DMA Nielsen Live+SD

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
KDNL-TV										
	30			0%		1.0	1%		1.0	2%
	15			9%		3.0	3%		3.0	6%
KMOV-TV										
	30			39%		36.5	39%		17.0	34%
	15			7%		7.0	8%		4.0	8%
KPLR-TV										
	30			2%		8.0	9%		5.0	10%
KSDK-TV										
	30			22%		25.5	27%		11.5	23%
KTVI-TV										
	30			19%		12.0	13%		9.0	18%
Market Total:						93.0			50.5	



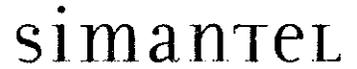
121 -w water - 12/16/09 www.simantel.com 1 409 677 7711 1 409 624 1166

:: 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>	



321 S.W. Water Street, Portland, OR 97204 | www.simantel.com | 503.477.1111 | 503.477.1116

:: 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 St. Watson St. Peoria, IL 61602 www.simantel.com p. 309.621.2247 f. 309.621.2249

:: 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>		

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: 41404
Date: Sep-21-2011
Job: M466
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

0611 :15 Storm "Storm Safety"
0611 :15 Gen Safety "General Safety"

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Quincy			
6324 Comcast, Quincy, IL-Cable	Sep-12-11 - Sep-19-11		
Market Total			
Total			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/22/2011

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

Estimate: 466
 Description: Ameren Corporate Q4 IL Cable Quincy/ Ha
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: May11 C-DMA Nielsen #

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
9616 COMCAST, Charter/Quincy, IL-Cable										
	15			100%		50.4	100%		35.2	100%
Market Total:						50.4			35.2	



31155, www.simantel.com, 1-800-222-7669, www.amerentel.com, p. 105-111, 1-800-222-7669

:: 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>		



221 SW Water St. Portland, OR 97202 www.simantel.com p 309.671.7741 f 309.671.1736

:: 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>		

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: 41405
Date: Sep-21-2011
Job: M467
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

0611 :30 Mega "M2 Megawatts"
0611 :30 Grid "Smart Grid"
0611 :15 Gen Safety "General Safety"
0611 :15 Storm "Storm Safety"

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Quincy			
KHQA-TV CBS	Sep-12-11 - Sep-19-11		
NHQA-TV ABC	Sep-12-11 - Sep-19-11		
WGEM-TV NBC	Sep-12-11 - Sep-19-11		
Market Total			
Total			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/22/2011

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

Estimate: 467
 Description: Ameren Corporate Q4 IL Bcast Quincy/ Ha
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Nov11 Proj. (Nov10 HUT, May11 SHR) DMA

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
GGEM-TV										
	30			0%		0.0	0%		0.0	0%
KHQA-TV										
	30			23%		41.0	20%		20.0	18%
	15			16%		24.0	12%		8.0	7%
NHQA-TV										
	30			11%		13.0	6%		8.0	7%
WGEM-TV										
	30			34%		83.0	40%		43.0	39%
	15			16%		46.0	22%		30.0	28%
Market Total:						207.0			109.0	



321 SW Water St. Portland, OR 97204 www.simantel.com | 503.224.2200 | 2011 WPC-8-1-1

:: 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>	



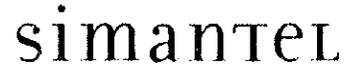
321 S.W. Water Street, Portland, OR 97202 www.simantel.com p. 309-471-2294, f. 309-474-1956

:: 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>		



AMTEL-TV-Waterloo-Portland-11-11602 www.simantel.com 509.671.1111 360.622.1111

:: 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>		

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: 41399-B
Date: Sep-21-2011
Job: M461
Payment due: Oct-21-2011
P.O.: 535758

Job Title: Ameren Corporate Q4'11

0611 :30 Grid
0611 :15 Storm Safety
0611 :15 General Safety

Broadcast Media Invoice

	<u>Spots</u>	<u>Amount</u>
Market Total- Peoria	40	
WEEK-TV		
WHOI		
WMBD-TV		
WYZZ-TV/FOX		

Total

Amount Due

Terms: Net 30



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

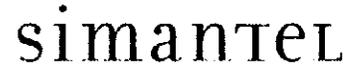
Date: 9/22/2011

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

Estimate: 461
 Description: Ameren Corporate Q4 Bcast Peoria/ Bloom
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Nov11 Proj. (Nov10 HUT, May11 SHR) DMA

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
<i>EE CR</i>										
WEEK-TV										
	30			58%		150.0	59%		77.5	65%
	15			0%		0.0	0%		0.0	0%
WHOI-TV										
	30			7%		19.0	7%		8.5	7%
	15			5%		16.5	7%		9.0	8%
WMBD-TV										
	30			25%		62.0	24%		20.5	17%
WYZZ-TV										
	30			5%		6.0	2%		3.0	3%
Market Total:						253.5			118.5	



321 SW Water Street, Portland, OR 97202 www.simantel.com p. 503.622.7247 f. 503.622.7256

:: 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>	



321 S.W. Water Street, Portland, OR 97204 www.simantel.com phone: 503.771.3000 fax: 503.771.3001

:: 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., Portland, OR 97202 www.simantel.com p. 309.674.1247 f. 309.674.1259

:: 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>		

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: 41398
Date: Sep-21-2011
Job: M460
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

General & Storm Safety
0611 :15 Gen Safety
0611 :15 Storm Safety
Rotate Equally

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Peoria			
Comcast Spotlight	Sep-12-11 - Sep-19-11		
Market Total			
Total			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/23/2011

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

Estimate: 460
 Description: Ameren Corporate Q4 Cable Peoria/Bloomi
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Nov10 C-DMA Nielsen #

Send Billing To:

Station	Spot Length	Total Spots	STN		Adults 35-64			Adults 25-49		
			Gross	PCT	CPP	GRP	PCT	CPP	GRP	PCT
7827 COMCAST, Peoria Interconnect, I-Cable										
	15			100%		48.4	100%		24.8	100%
Market Total:						48.4		24.8		



331 SW Water Street Portland, OR 97202 www.simantel.com p 503.671.2111 f 503.671.2116

:: 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 - www.water-storm-protection.com | 615-922-2200 | www.simantel.com | p. 209-671-2732 | 309-671-2216

:: 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	Ambient noise	
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>		

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: 41397-B
Date: Sep-21-2011
Job: M459
Payment due: Oct-21-2011
P.O.: 535758

Job Title: Ameren Corporate Q4'11

0611 :30 Grid
0611 :15 Storm Safety
0611 :15 General Safety

Broadcast Media Invoice

	<u>Spots</u>	<u>Amount</u>
Market Total- Champaign-Spgfld-Decatur		
WAND-TV NBC		
WCIA-TV CBS		
WICS-TV ABC		

Total

Amount Due

Terms: Net 30

simantel

Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/22/2011

Client: Ameren
 Media: TV
 Product: Ameren Corporate
 Market: Champaign-Sprngfld-Dtr DMA
 Primary Demo: Adults 35-64
 Separation between spots: 10
 Estimate Comments:

Estimate: 459
 Description: Ameren Corporate Q4 Bcast CSD
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Nov11 Proj. (Nov10 HUT, May11 SHR) DMA

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					GRP	PCT	CPP	GRP	PCT	
<i>Swamp Girl CPP</i>										
<i>EE SAFETY.</i>										
WAND-TV	-									
	30		11%	8) 905	41.0	19%	33.0	23%		
	15		11%		14.0	7%	14.0	10%		
WCIA-TV										
	30		7%	7) 620	28.0	13%	15.0	10%		
	15		51%		74.0	35%	44.0	31%		
WICS-S2										
	30		12%	5) 1000	40.0	19%	25.0	17%		
	15		8%		16.0	8%	12.0	8%		
Market Total:					213.0		143.0			



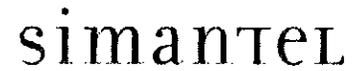
321 SW Water Street, Portland, OR 97202 www.Simantel.com p. 309-611-7273 fax 309-611-7276

:: 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 Focused Energy. For Life.	VO: Ameren— Focused Energy. For Life.	



321 SW Washington St. Portland, OR 97202 www.simantel.com p. 503.471.1111 f. 503.471.1110

:: 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. Portland, OR 97202 www.simantel.com p 309.471.1711 f 309.471.1736

:: 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>		

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: 41396
Date: Sep-21-2011
Job: M458
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

:15's only
50% - 0611 :15 Gen Safety
50% - 0611 :15 Storm Safety

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: Champaign-Spgfld-Decatur			
7800 Comcast, Champaign Interconnect	Sep-12-11 - Sep-19-11		
Market Total			
Total			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/23/2011

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

Estimate: 458
 Description: Ameren Corporate Q4'11 Cable CSD
 Flight Start Date: 9/12/11 5:00:00 AM
 Flight End Date: 11/20/11 4:59:00 AM
 Survey: Nov10 C-DMA Nielsen #

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
7800 COMCAST, Champaign Interconnect-Cable										
	15			100%		126.4	100%		80.4	100%
Market Total:						126.4			80.4	



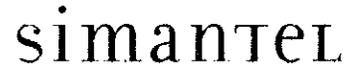
321 SW Water St. Portland, OR 97209 www.simantel.com p 309.674.7747 f 309.674.1756

:: 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 Street Portland, OR 97204 www.simantel.com 503.477.7110 300-021-0006

:: 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>		

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: 41394
Date: Sep-21-2011
Job: M159
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren IPA Newspaper Group: Launch 2011

Media Invoice

Safety Ad - Publication list attached

Illinois Press Assn
Insertion: Sep-12-2011

Total

Amount Due

Ameren IL-IPA Publications

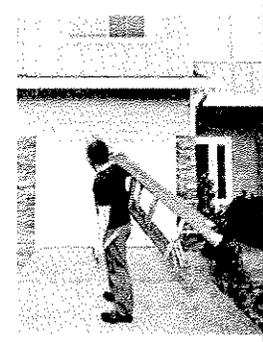
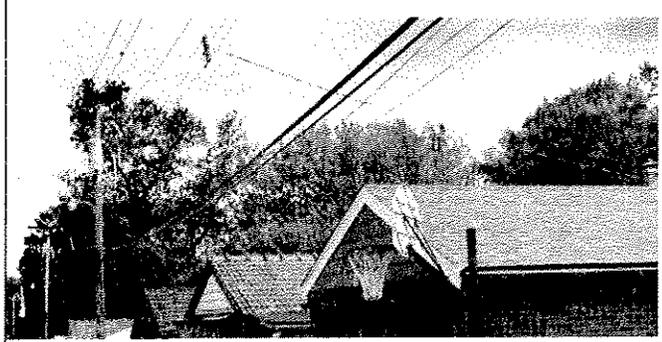
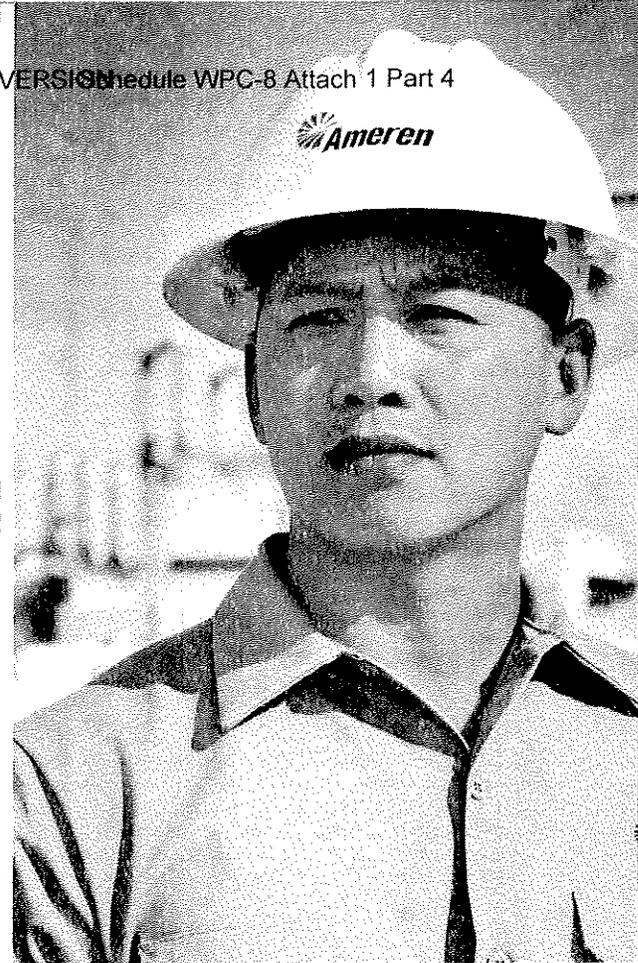
Beardstown Cass County Star-Gazette
Benton Evening News
Canton Daily Ledger
Centralia Morning Sentinel
Charleston Times Courier
Clinton Journal
DuQuoin Evening Call
Edwardsville Intelligencer
Effingham Daily News
Harrisburg/Eldorado Daily Register
Jacksonville Journal Courier
Kewanee Star Courier
LaSalle News Tribune
Lawrenceville Daily Record
Robinson Daily News
Lincoln Courier
Litchfield News Herald
Macomb McDonough Co. Voice
Mattoon Journal-Gazette
Mt. Vernon Register-News
Monmouth Daily Review Atlas
Olney Daily Mail
Ottawa/Streator Times
Paris Beacon News
Shelbyville Daily Union
Taylorville Breeze Courier
West Frankfort Daily American
Abingdon Argus
Albion Navigator Journal Register
Aledo Times Record
Altamont News
Anna Gazette Democrat
Arcola Record Herald
Arthur Graphic-Clarion
Ashley News
Assumption Golden Prairie News
Astoria South Fulton Argus
AtwoodSouthern Platt Record-Herald
Augusta Eagle Scribe
Barry Paper
Pittsfield Pike County Express
Beecher City Journal
Belleville Herald Scott AFB Flier
Blue Mound Leader
Breese Journal
Bridgeport Leader
Brighton Southwestern Journal News
Buffalo Tri-County Register
Bunker Hill Gazette-News
McDonough Democrat (Bushnell)
Cambridge Chronicle
Camp Point Journal
Carlinville Enquirer-Democrat
Carlock Quill

Carlyle Union Banner
Carterville Courier
Hancock County Journal Pilot (Carthage)
Chatham Clarion
Chenoa Town Crier
Chester Randolph Co. Herald Tribune
Chilllicothe Independent
Chrisman Leader
Christopher Progress
Cissna Park/Rankin Independent
Clinton Dewitt County Constitution
Colfax Ridgeview Review
Columbia Monroe Co Clarion Enterprise 3x8
Decatur Tribune
Delavan Times
Auburn Citizen
Divernon News
East St. Louis Monitor
Edinburg Herald Star
Elizabethtown Hardin Co Independent
Tri-County News
Elmwood Home Shopper
Eureka Woodford County Journal
Eureka Woodford Courier
Fairbury Blade
Fairview Heights Tribune
Farina News
Raymond Panhandle Press
Freeburg Tribune
Galva News
Geneseo Republic
Georgetown Independent News
Gillespie Area News
Gilman Star
Girard Gazette
Glasford Gazette
Golconda Herald Enterprise
Golden-Clayton New Era
Goreville Gazette
Granite City Press Record 3x8
Granville Putnam County Record
Menard County Review (Greenview)
Greenville Advocate
Gridley Village Times
Hardin Calhoun News Herald
Mason County Democrat (Havana)
Henry News Republican
Highland News Leader
Hillsboro Journal
Hoopeston Chronicle
Illioopolis Sentinel
Jerseyville Jersey Co Journal
LaHarpe Hancock Co Quill
Lacon Home Journal
Fulton County Democrat (Lewiston)

Lexington Lexingtonian
Louisville Clay Co Republican
Mahomet Citizen
Manito Review
Mascoutah Herald
Mason City Banner Times
Minier Olympia Review
Monticello Piatt Cnty Jrnl Republican
Morrisonville Times
Morton Courier
Mt. Olive Herald
Mt. Pulaski Times
Mt. Sterling Democrat
Mt. Zion Region News
Murphysboro American
Nashville News
Neoga News
New Baden Clinton County News
New Berlin Bee
Newman Independent
Newton Press Mentor
Nokomis Free Press Progress
Normal Normalite
O'Fallon Progress
Oakland County Crossroads
Oblong Gem
Ogden Leader
Okawville Times
Oquawka Current
Palmyra Northwestern News(w/Raymond PP)
Pana News-Palladium
Pawnee Post
Percy County Journal
Petersburg Observer
Pleasant Hill Weekly Messenger
Pleasant Plains Press
Princeton Bureau County Republican
Ramsey News Journal
Raymond News
Red Bud North Co News
Ridgeway/Shawneetown Gallatin Democrat
Riverton Register
Rochester Times
Roseville Independent
Rushville Times
Salem Times-Commoner
Sidell Reporter
Philo Southern Champaign County Today
Sorento News
Staunton Star-Times
Steeleville Ledger
Sumner Press
Teutopolis Press
Tiskilwa Bureau Valley Chief
Toledo Democrat



Rob
Lineman



Stay away from power lines and stay safe.

Power lines can be deadly. Always look up and around you when working outdoors to avoid contact. And if you see a downed line, don't touch it. Stay away and call Ameren. We're focused on keeping you safe around electricity. Get more safety information at Ameren.com.

FOCUSED ENERGY. For life.



Tolono County Star
Tonica News
Trenton Sun
Tuscola Tri-County Journal
Troy Times-Tribune
Tuscola Journal
Vandalia Leader Union
Vienna Times
Villa Grove News
Virden Recorder
Washington Courier
Wenona Index
Carrollton Greene Prairie Press
Williamsville Sun
Winchester Scott County Times



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

Ameren
300 Liberty St
Peoria, IL 61602

Invoice: 41408
Date: Sep-21-2011
Job: M470
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Corporate Q4'11

Broadcast Media Invoice

0611 :15 Gen Safety "General Safety"
0611 :15 Storm "Storm Safety"

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
Market: St. Louis, Mo			
4956 Charter, Illinois Zone, IL-Cable	Sep-12-11 - Sep-19-11		
Market Total			
Total			
Amount Due			



Summary by Station/Length

Period From 9/12/2011 To 9/25/2011

Date: 9/22/2011

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: 11/20/11 4:59:00 AM
 Survey: May11 C-DMA Nielsen #

Send Billing To:

Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64			Adults 25-49		
					CPP	GRP	PCT	CPP	GRP	PCT
4956 CHARTER, Illinois Zone, IL-Cable										
	15			100%		37.0	100%		56.0	100%
Market Total:						37.0			56.0	



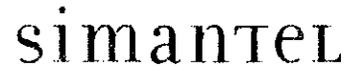
321 SW Washington Street, Portland, OR 97204 www.simantel.com p: 503.625.1100 f: 503.625.1106

:: 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.	Show B-roll images in grid: -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 Washington Portland, OR 97207 www.simantel.com p. 309.641.1111 309.641.1114

:: 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>		

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: 41392
Date: Sep-21-2011
Job: M156
PO: 535758
Payment due: Oct-21-2011

Job Title: Ameren Launch IL Newspaper Sept 2011

Media Invoice

Safety Ad

Alton Telegraph

Insertion: Sep-18-2011

Belleville News Democrat

Insertion: Sep-18-2011

Bloomington Pantagraph

Insertion: Sep-18-2011

Champaign News Gazette

Insertion: Sep-18-2011

Decatur Herald & Review Newspaper

Insertion: Sep-18-2011

Marion Daily Republican

Insertion: Sep-15-2011

PIN Network

Insertion: Sep-18-2011

Pekin Daily Times

Insertion: Sep-17-2011

Quincy Herald-Whig

Insertion: Sep-18-2011

Springfield State Journal Register

Insertion: Sep-18-2011

St. Louis American Newspaper

Insertion: Sep-22-2011

The Southern Illinoisan

Insertion: Sep-18-2011

Times Newspapers

Insertion: Sep-14-2011

Total

Amount Due

simantel

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

Ameren

Invoice: 41392

Page: 2

Date: Sep-21-2011

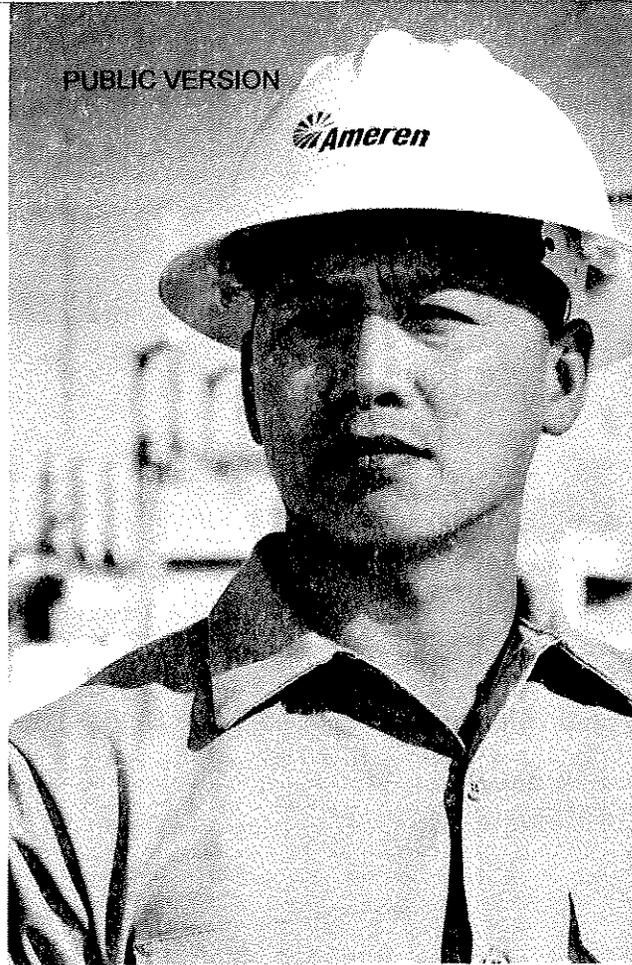
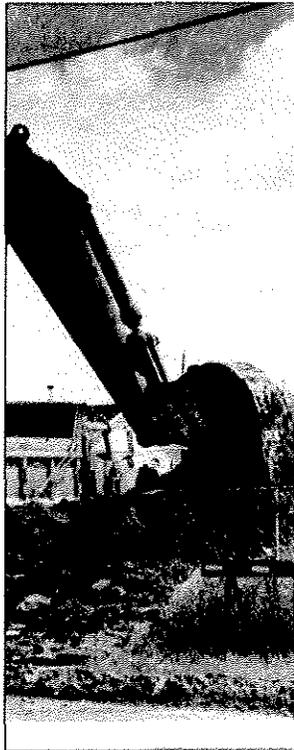
Job: M156

PO: 535758

Payment due: Oct-21-2011

Media Invoice

PUBLIC VERSION



Rob
Lineman

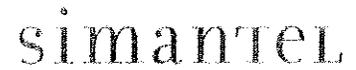


Stay away from power lines and stay safe.

Power lines can be deadly. Always look up and around you when working outdoors to avoid contact. And if you see a downed line, don't touch it. Stay away and call Ameren. We're focused on keeping you safe around electricity. Get more safety information at Ameren.com.

FOCUSED ENERGY. For life.
Schedule WPC-8 Attach 1 Part 4





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: 41391-B
Date: Sep-21-2011
Job: M15
Payment due: Oct-21-2011
P.O.: 535758

Job Title: Ameren Digital Media for Launch Sept 2011

67% Safety
33% Smart Grid

Media Invoice

	<u>Amount</u>
Specific Media	
<hr/>	
Total	
<hr/>	
Amount Due	

Terms: Net 30

Insertion Order

Order Number: 15 - 1 Insertion Header ID: 32 Job #: M15
Revision Number:

From: Simantel Group 321 SW Water Peoria IL 61602 Buyer: Phone: 309 674 7747	To: SpecificMEDIA Inc. 4 Park Plaza Suite 1900 Irvine CA 92614 Attn: Phone:	Date: 9/27/2011 9:47 Client: Ameren Product: Ameren Corporate Estimate: Ameren Specific Media Ad Network-iL Billing Code:
Fax: 309 674 7756	Fax:	

Status	Start Date	End Date	Ad Unit	Ad Size	Purch. Imp.	CPM Targeting	Gross Media Cost	Net Media Cost
Revised	9/12/2011	11/6/2011	Premium Network	300x250,728x90,160x600		A35-64		
Revised	9/12/2011	11/6/2011	Premium Network	300x250,728x90,160x600		A25-49		
				Media Totals:				

7
8

Order Comments:

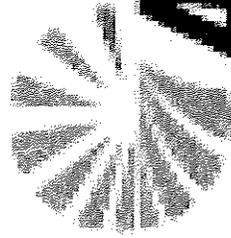
Estimate Comments:

Invoices should be sent to:	Direct Billing Questions to:	Billable Media Based on: SpecificMEDIA Inc.

X	X
Buyer Authorized Signature	Vendor Authorized Signature
Date	Date

PUBLIC VERSION

Power lines are deadly
Learn to stay safe ▶



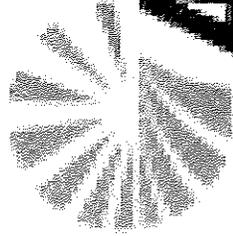
Ameren

FOCUSED ENERGY. For Life.

Schedule WPC-8 Attach 1 Part 4

PUBLIC VERSION

Your power is
getting smarter
Find out how ▶



AMEREN

FOCUSED ENERGY. For Life.

Schedule WPC-8 Attach 1 Part 4

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: 41387-B
Date: Sep-21-2011
Job: M13
Payment due: Oct-21-2011
P.O.: 535758

Job Title: Ameren Launch STLToday.com IL

67% Safety
33% Smart Grid

Media Invoice

Amount

STLToday.com

Total

Amount Due

Terms: Net 30

Insertion Order

Order Number: 13 - 1 Insertion Header ID: 31 Job #: M13

Revision Number:

From: **Simantel Group**

To: **STLToday.com**

Date: 9/27/2011 9:40

321 SW Water

Client: Ameren

Peoria IL 61602

Product: Ameren Corporate

Estimate: Am I&E Launch IL STLToday.com

Buyer:

Attn:

Phone: 309 674 7747

Fax: 309 674 7756

Phone:

Fax:

Billing Code:

Status	Start Date	End Date	Ad Unit	Purch. Imp.	CPM	Gross Media Cost
--------	------------	----------	---------	-------------	-----	------------------

Approved	9/12/2011	11/6/2011	STL Package			
----------	-----------	-----------	-------------	--	--	--

Media Totals:

Order
Comments:

Estimate
Comments:

Ameren IL portion of STLToday.com package

Invoices should be sent to:

Direct Billing Questions to:

Billable Media Based on:
STLToday.com

--	--	--

X
Buyer Authorized Signature

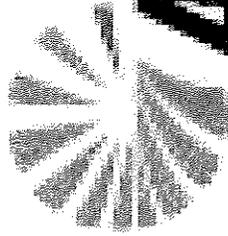
Date

X
Vendor Authorized Signature

Date

PUBLIC VERSION

Power lines are deadly
Learn to stay safe ▶



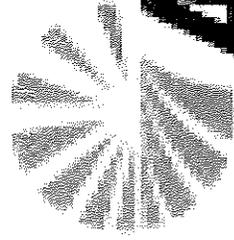
Ameren

FOCUSED ENERGY. For life.

Schedule WPC-8 Attach 1 Part 4

PUBLIC VERSION

Your power is
getting smarter
Find out how ▶



AMEREN

FOCUSED ENERGY. For Life.

Schedule WPC-8 Attach 1 Part 4

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: 41386
Date: Sep-21-2011
Job: M11-20-IL
PO: IL: TEAM CPR 537730
Payment due: Oct-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-29-11		
Market Total			
Total			
Amount Due			