



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:** 41747-B  
**Date:** Oct-25-2011  
**Job:** M474  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Paducah-Cape Girardeau-Ha      Oct-24  
1267 MEDIACOM, On Media/Carbondale, IL  
2439 Charter, Mt. Vernon, IL-Cable  
7807 Comcast, OnMedia/DuQuoin-Benton

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**Total**

**Amount Due**

**Terms:**      Net 30

Summary

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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

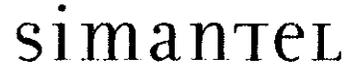
Estimate: 474  
 Description: Ameren Corporate Q4 IL Cable Pad/ S. Illin  
 Flight Start Date: 9/12/11 5:00:00 AM  
 Flight End Date: 11/20/11 4:59:00 AM  
 Survey: Nov10 C-DMA Nielsen #

Send Billing To:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49				
							STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	
4	10/3/2011			34%		34%			15	43%			10	39%	EE
5	10/10/2011			34%		34%			15	43%			10	39%	
7	10/24/2011			32%		32%			5	14%			5	22%	Smart Grid
<b>Market Total:</b>									34				25		

Sum R P.O. 44311 -

B P.O. 535758 -



321 W. Water Street, Room 11000, www.simantel.com, 309.621.1111, 309.621.1176

**:: 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?**



Summary

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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

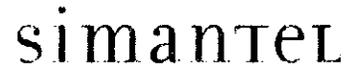
Estimate: 470  
 Description: Ameren Corporate Q4 IL Cable StL  
 Flight Start Date: 9/12/11 5:00:00 AM  
 Flight End Date: 11/20/11 4:59:00 AM  
 Survey: May11 C-DMA Nielsen #

Send Billing To:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49				
							STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	
4	10/3/2011			36%	36%			35	40%			43	40%		
5	10/10/2011			36%	36%			35	39%			43	40%		EE
7	10/24/2011			28%	28%			19	21%			21	20%		Smart Grid
<b>Market Total:</b>								89				107			

P.O. 414311 Low # -  
 P.O. 535758 SWB -

EE  
 Smart Grid



321 sw water st. phone: 610.612. www.simantel.com p. 3013-17, 31-32, 34, 35, 37, 38

**:: 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?**

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321 sw water st peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7736

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice:** 41717-B  
**Date:** Oct-25-2011  
**Job:** M467  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Quincy

Oct-03 & Oct-10  
Oct-24

KHQA-TV CBS  
NHQA-TV ABC  
WGEM-TV NBC

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**Total**

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**Amount Due**

**Terms:** Net 30

*simanet*

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49							
							STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT				
4	10/3/2011			33%		33%			98	33%			41	33%				
5	10/10/2011			33%		33%			98	33%			41	33%				
7	10/24/2011			33%		33%			98	33%			41	33%				
<b>Market Total:</b>									293				124					

*Handwritten notes:*  
 67% 33%  
 EE / Smart Leaf  
 41 33%  
 41 33% - 100% Smart Leaf  
 NOT + 10%  
 10/3 + 10/10  
 10/24  
 EE PC: 414311  
 Sm. A  
 Sm. B  
 PC: 535958



121 | www.ameren.com | 1-800-333-3300 | www.simantel.com | 1-800-333-3300

**:: 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?**

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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:** 41718-B  
**Date:** Oct-25-2011  
**Job:** M471  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: St. Louis, MO

Oct-03 & Oct-10  
Oct-24

KDNL-TV ABC  
KMOV-TV  
KPLR-TV  
KSDK-TV NBC  
KTVI-TV FOX

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**Total**

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**Amount Due**

**Terms:** Net 30

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	Adults 35-64				Adults 25-49				
						PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	
4	10/3/2011			35%	35%				660	37%	308	39%		
5	10/10/2011			35%	35%				546	31%	229	29%		
7	10/24/2011			31%	31%				572	32%	255	32%		
<b>Market Total:</b>									1778		792			

*67% EE / 33% Smart Grid*  
*100% Smart Grid*

*Net 10%*  
*10/3 + 10/10*  
*10/24*

*EE*  
*P.O. 414211*  
*INV A*

*Smart Grid*  
*P.O. 535758*  
*INV B*



321 sw water st po box 111 61692 www.simantel.com p 410 23 7470 080 1 1 1 0

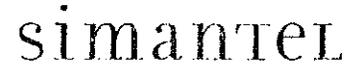
**:: TV COMMERCIAL – ANSWERS ON SMART GRID (:30)**

**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. peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice:** 41716-B  
**Date:** Oct-25-2011  
**Job:** M466  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Quincy Oct-03 - Oct-24  
6324 Comcast, Quincy, IL-Cable

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**Total**

**Amount Due**

**Terms:** Net 30

Summary

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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

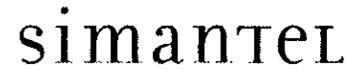
Estimate: 466  
 Description: Ameren Corporate Q4 IL Cable Quincy/ Ha  
 Flight Start Date: 9/12/11 5:00:00 AM  
 Flight End Date: 11/20/11 4:59:00 AM  
 Survey: May11 C-DMA Nielsen #

Send Billing To:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49				
							STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	
4	10/3/2011			33%	33%				2	37%		1	38%		
5	10/10/2011			33%	33%				2	37%		1	38%		
7	10/24/2011			33%	33%				2	26%		1	24%		
<b>Market Total:</b>									6			3			

EE  
 Smart Grid

Next + 10%  
 P.O. 414311 - Sm. A (EE)  
 P.O. 535758 - 2 (Smart Grid)



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**:: 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?**

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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:** 41715-B  
**Date:** Oct-25-2011  
**Job:** M461  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Peoria

Oct-03 & Oct-10  
Oct-24

WEEK-TV  
WHOI  
WMBD-TV  
WYZZ-TV/FOX

---

**Total**

---

**Amount Due**

**Terms:** Net 30

*Smart*

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49				
							STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	
4	10/3/2011			33%	33%			322	33%			126	33%		
5	10/10/2011			33%	33%			322	33%			126	33%		
7	10/24/2011			33%	33%			321	33%			129	34%		
<b>Market Total:</b>								964				380			

*62% EE / 33% Smart  
 126 33%  
 129 34% -100% Smart Grid*

*P.O. 4143:1  
INV A*      *P.O. 535758  
INV B*

*10/3 + 10/10    net + 10%*  
*10/24            net + 10%*



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**:: 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 W. Water St. Peoria, IL 61602 www.simantel.com p.309.671.7797 f.309.671.7796

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice:** 41714-B  
**Date:** Oct-25-2011  
**Job:** M460  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Peoria  
Comcast Spotlight

Oct-03 - Oct-24

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**Total**

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**Amount Due**

**Terms:** Net 30

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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

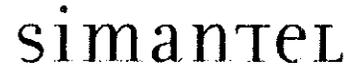
Estimate: 460  
 Description: Ameren Corporate Q4 Cable Peoria/Bloomi  
 Flight Start Date: 9/12/11 5:00:00 AM  
 Flight End Date: 11/20/11 4:59:00 AM  
 Survey: Nov10 C-DMA Nielsen #

Send Billing To:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	Adults 35-64				Adults 25-49				
						PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	
4	10/3/2011			32%	32%				9	33%			28	32%
5	10/10/2011			35%	35%				10	35%			30	35%
7	10/24/2011			32%	32%				9	33%			28	32%
<b>Market Total:</b>									28				86	

*ET*  
*Smart Card*

*10/27/11*  
*P.O. 414311-2011*  
*PE. 5357582011*  
 - ET  
 - Smart Card  
 - TL



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**:: 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?**

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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:** 41713-B  
**Date:** Oct-25-2011  
**Job:** M459  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Champaign-Spgfld-Decatur      Oct-03 & Oct-10  
Oct-24

WAND-TV NBC  
WCIA-TV CBS  
WICS-TV ABC

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**Total**

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**Amount Due**

**Terms:**      Net 30

*simanet*

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

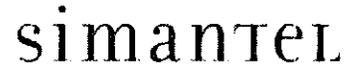
Client: Ameren  
 Media: TV  
 Product: Ameren Corporate  
 Market: Champaign-Sprngfld-Dtr DMA  
 Primary Demo: Adults 35-64  
 Separation between spots: 10  
 Estimate Comments:

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:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64			Adults 25-49				
							STN GR CPM	STN NET GIMP(000) CPM	PCT	STN GR CPM	STN NET GIMP(000) CPM	PCT		
4	10/3/2011			33%		33%		397	33%		228	33%		
5	10/10/2011			33%		33%		397	33%		228	33%		
7	10/24/2011			33%		33%		397	33%		228	33%		
<b>Market Total:</b>									1190			685		

*10/3, 10/10 net + 10%*  
*10/24*  
*2w A*  
*EE P.O. 414311*  
*2w B*  
*P.O. 535758*  
*100% Smart Grid*  
~~*20% EE 33% STN GR*~~  
~~*228 33%*~~  
~~*228 33%*~~



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**:: 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
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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?**

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:** 41712-B  
**Date:** Oct-25-2011  
**Job:** M458  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Champaign-Spgfld-Decatur      Oct-03 - Oct-24  
7800 Comcast, Champaign Interconnect

---

**Total**

**Amount Due**

**Terms:**      Net 30

Summary by Week

# Summary by Week

Period From 10/3/2011 To 10/30/2011

Date: 10/26/2011

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:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	Adults 35-64				Adults 25-49				
						PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT
4	10/3/2011			33%	33%			106	38%			59	34%	} Energy Efficiency - Smart Guide
5	10/10/2011			33%	33%			106	38%			59	34%	
7	10/24/2011			33%	33%			67	24%			55	32%	
<b>Market Total:</b>								278				174		

*nic + 10%*

A	- EE P.O. 414311
B	- Smart Guide P.O. 535758
C	TOTAL.



391 SW Water Street, Portland, OR 97207 www.simantel.com (503) 621-7747 (503) 621-7746

**:: 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?**

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:** 41674-B  
**Date:** Oct-25-2011  
**Job:** M159  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren IPA Newspaper Group: Launch 2011

Power Lines Safety

**Media Invoice**

**Amount**

**Illinois Press Assn**  
Insertion: Oct-24-2011

---

**Total**

---

**Amount Due**

**Terms:** Net 30

SIMANTEL

# Insertion Order

Order Number: 159 - 1

Job #: M159

Revision Number: 0 Revision Comments:

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602  <b>Buyer:</b> Phone: 309 674 7747	<b>To: Illinois Press Advertising Service</b> 900 Community Drive  Springfield, IL 62703  <b>Attn:</b> Phone: 217-241-1700	Date: 10/26/2011  <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 159, Ameren IL Press Assn Group 2011 Launch  Fax: 217-241-1701
Fax: 309 674 7756	Fax: 217-241-1701	

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Caption	Gross Cost	Net Cost
10/24/11	Week of 10/24	10/14/11	10/14/11	3 x 9	BW	Power Lines Repeat Ad 9/12		

Total Cost:

*Net +10%*

**Comments:**

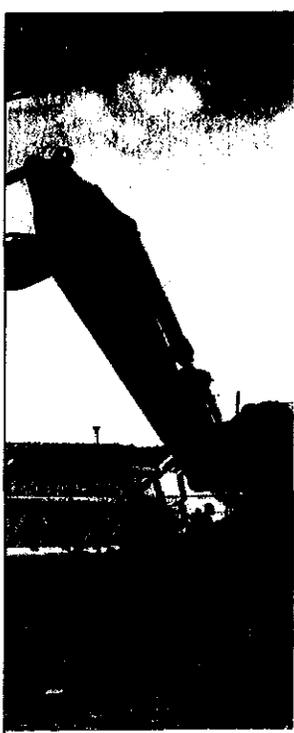
includes Weekly/Daily Papers per IPA lists in Ameren Illinois Service Area

**Estimate Comments:**

<b>Invoices should be sent to:</b> Simantel Group 321 SW Water  Peoria, IL 61602	<b>Materials:</b>	
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X \_\_\_\_\_  
 Buyer/Authorized Signature Date



**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](http://Ameren.com).

**FOCUSED ENERGY. *For life.***  
Schedule WPC-8 Attach 1 Part 5



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:** 41721-B  
**Date:** Oct-25-2011  
**Job:** M481  
**Payment due:** Nov-24-2011  
**P.O.:** 535758

**Job Title:** Ameren Corporate Q4'11

Smart Grid

**Broadcast Media Invoice**

Market: Oct-03 - Oct-24  
WDDD-FM  
WJPF-AM  
WUEZ-FM

---

**Total**

---

**Amount Due**

**Terms:** Net 30

# Summary by Week

Period From 9/26/2011 To 10/30/2011

Date: 10/26/2011

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

Estimate: 481  
 Description: Ameren Corporate Q4 Radio Marion/Carbondal  
 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:

Estimate Comments:

Week No.	Week Date	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35-64				Adults 25-49			
							STN GR CPM	STN NET CPM	GIMP(000)	PCT	STN GR CPM	STN NET CPM	GIMP(000)	PCT
4	10/3/2011			33%	33%				0				0	
5	10/10/2011			33%	33%				0				0	
7	10/24/2011			33%	33%				0				0	
Market Total:									0				0	

*net + 10%*  
 50% EE = P.O. 914311 -  
 50% Smart Girl = P.O. 535758 -

Ameren Spot  
30 Smart Grid

Customer #1: I've been hearing a lot about Smart Grid. What does that mean for my electric service?

Ameren Employee #1: At Ameren we're making the power grid more reliable by making it smarter.

Ameren Employee #2: We're installing smart sensors at our substations to find and fix problems fast.

Ameren Employee #3: The Smart Grid can help prevent outages.

Ameren Employee #4: The Smart grid means reliable service.

Ameren Employee #5: I'm focused on making sure the energy you need is there when you need it...for life.

Ameren, focused energy for life.

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: 41673-B**  
**Date: Oct-25-2011**  
**Job: M156**  
**Payment due: Nov-24-2011**  
**P.O.: 535758**

**Job Title: Ameren Launch IL Newspaper Sept 2011**

Power Lines Safety

**Media Invoice**

**Amount**

**Alton Telegraph**

Insertion: Oct-30-2011

**Belleville News Democrat**

Insertion: Oct-30-2011

**Pekin Daily Times**

Insertion: Oct-29-2011

**Peoria Journal Star**

Insertion: Oct-30-2011

**The Southern Illinoisan**

Insertion: Oct-30-2011

**Marion Daily Republican**

Insertion: Oct-27-2011

**Quincy Herald-Whig**

Insertion: Oct-09-2011

**Quincy Herald-Whig**

Insertion: Oct-30-2011

**Bloomington Pantagraph**

Insertion: Oct-30-2011

**Champaign News Gazette**

Insertion: Oct-30-2011

**Springfield State Journal Register**

Insertion: Oct-30-2011

**Decatur Herald & Review**

Insertion: Oct-30-2011

**Times Newspaper Group**

Insertion: Oct-26-2011

**St. Louis American Newspaper**

Insertion: Oct-06-2011

**St. Louis American Newspaper**

Insertion: Oct-27-2011

---

**Total**

---

**Amount Due**

**Terms:** Net 30

simantel

# Insertion Order

Order Number: 156 - 1  
 Revision Number: 0 Revision Comments:

Job #: M156;17334

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602 <b>Buyer:</b> Phone: 309 674 7747	<b>To: Alton Telegraph</b> 111 E. Broadway  Alton, IL 62002 <b>Attn:</b> Phone: 618-463-2546	<b>Circulation:</b> 24000 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011	<b>Date:</b> 10/26/2011
Fax: 309 674 7756	Fax: 618-463-0951		

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/30/11	Sun	10/26/11	10/26/11	3x9	4c	5.292" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		
<b>Total Cost:</b>											

**Comments:**

**Estimate Comments:**

<b>Invoices should be sent to:</b>	<b>Materials:</b>	
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**X**  
 Buyer/Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

simantel

# Insertion Order

Order Number: 156 - 2

Job #: M156:17334

Revision Number: 0 Revision Comments:

**From: Simantel Group**

321 SW Water

Peoria, IL 61602

Buyer:

Phone: 309 674 7747

Fax: 309 674 7756

**To: Belleville News Democrat**

120 South Illinois Street

Belleville, IL 62220

Attn:

Phone: 618-239-2611

Fax: 618-234-9597

Circulation: 47000

Date: 10/26/2011

Client: Ameren

Product: Ameren Corporate

Estimate: 156, Ameren I&E IL Nwspr Launch Sept 2011

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/30/11	Sun	10/26/11	10/26/11	3 x 9	BW	4.937" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		

Total Cost:

**Comments:**

**Estimate Comments:**

Invoices should be sent to:

Materials:

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X

Buyer/Authorized Signature

Date

simantel

# Insertion Order

Order Number: 156 - 3  
 Revision Number: 0 Revision Comments:

Job #: M156:17334

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602 <b>Buyer:</b> Phone: 309 674 7747	<b>To: Pekin Daily Times</b> 20 S. 4th St.  Pekin, IL 61554 <b>Attn:</b> Phone: 309-346-1111	<b>Circulation:</b> 10500 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011	<b>Date:</b> 10/26/2011
Fax: 309 674 7756	Fax: 309-346-9815		

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Gross Cost	Net Cost
10/29/11	Sat	10/25/11	10/25/11	3 x 9	BW	4.993" x 9"	Power Lines Safety	Far Forward Right Hand Page		
<b>Total Cost:</b>										

**Comments:**

**Estimate Comments:**

<b>Invoices should be sent to:</b>		<b>Materials:</b>	
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X  
 Buyer/Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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# Insertion Order

Order Number: 156 - 4

Job #: M156;17334

Revision Number: 0 Revision Comments:

From: **Simantel Group**

To: **Peoria Journal Star**

Circulation: 80867

Date: 10/26/2011

321 SW Water

1 News Plaza

Client: Ameren

Peoria, IL 61602

Peoria, IL 61643

Product: Ameren Corporate

Buyer:

Attn:

Estimate: 156, Ameren I&E IL Nwspr Launch Sept 2011

Phone: 309 674 7747

Fax: 309 674 7756

Phone: 309-686-3035

Fax: 309-686-3025

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Gross Cost	Net Cost
10/30/11	Sun	10/25/11	10/27/11	3col x 10	4c	4.993" x 10"	Power Lines Safety	Far Forward Right Hand Page		
									Total Cost:	

**Comments:**

Includes same order in Galesburg Register Mail

**Estimate Comments:**

Invoices should be sent to:	Materials:
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X

Buyer/Authorized Signature

Date

simantel

# Insertion Order

Order Number: 156 - 5  
 Revision Number: 0 Revision Comments:

Job #: M156:17334

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602 <b>Buyer:</b> Phone: 309 674 7747	<b>To: The Southern Illinoisan</b> 710 North Illinois Ave  Carbondale, IL 62901 <b>Attn:</b> Phone: 618-351-5001	<b>Circulation:</b> 24822 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011	<b>Date:</b> 10/26/2011
Fax: 309 674 7756	Fax: 618-529-3774		

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Gross Cost	Net Cost
10/30/11	Sun	10/26/11	10/26/11	3 col x 9	BW	4.889" x 9"	Power Lines Safety	Far Forward Right Hand Page		
<b>Total Cost:</b>										

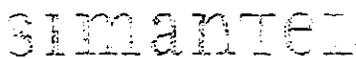
**Comments:**

**Estimate Comments:**

<b>Invoices should be sent to:</b>	<b>Materials:</b>
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X  
 Buyer/Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_



# Insertion Order

Order Number: 156 - 6  
 Revision Number: 0 Revision Comments:

Job #: M156;17334

**From: Simantel Group**

321 SW Water

Peoria, IL 61602

Buyer:

Phone: 309 674 7747

Fax: 309 674 7756

**To: Marion Daily Republican**

P.O. Box 490

Marion, IL 62959

Attn:

Phone: 618-993-2626

Fax: 618-993-8326

Circulation: 3200 Date: 10/26/2011

Client: Ameren

Product: Ameren Corporate

Estimate: 156, Ameren I&E IL Nwspr Launch Sept 2011

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/27/11	Thurs	10/21/11	10/21/11	3x9	BW	5.138" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		

Total Cost:

Comments:

Estimate Comments:

Invoices should be sent to:	Materials:
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X

Buyer/Authorized Signature

Date

simantel

# Insertion Order

Order Number: 156 - 7 Job #: M156;17334  
 Revision Number: 1 Revision Comments: Revised to change ad copy. All three insertions will be the same ad.

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602 <b>Buyer:</b> Phone: 309 674 7747	<b>To: Quincy Herald-Whig</b> 130 South 5th Street  Quincy, IL 62301 <b>Attn:</b> Phone: 217-221-3313	<b>Circulation:</b> 25000 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011	<b>Date:</b> 10/26/2011     <b>Fax:</b> 217-242-5010
---	--	--	---

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Zone	Gross Cost	Net Cost
----------------	-----------	---------------	------------------	---------	-------	--------------------	---------	----------	---------	------	------------	----------

**Material Comments**

10/9/11	Sun	10/3/11	10/5/11	3x9	BW	5.166" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News			
								Repeat 9/18 ad				
10/30/11	Sun	10/24/11	10/26/11	3x9	BW	5.166" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News			
								Repeat 9/18 ad				

**Total Cost:**

**Comments:**

**Estimate Comments:**

Invoices should be sent to:	Materials:
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X  
 Buyer/Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

PUBLIC VERSION

simantel

# Insertion Order

Order Number: 156 - 8

Job #: M156;17334

Revision Number: 0 Revision Comments:

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602  <b>Buyer:</b> Phone: 309 674 7747	<b>To: Bloomington Pantagraph</b> 301 W. Washington St. PO Box 2907 Bloomington, IL 61702-2907  <b>Attn:</b> Phone: 309-820-3362 Fax: 309 674 7756	<b>Circulation:</b> 107600 <b>Date:</b> 10/26/2011 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011  Fax: 309-829-9104
---	---	--

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/30/11	Sun	10/24/11	10/26/11	3 x 9	BW	4.8889" X 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		
<b>Total Cost:</b>											

**Comments:**

**Estimate Comments:**

<b>Invoices should be sent to:</b>		<b>Materials:</b>	
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X

Buyer/Authorized Signature

Date

**simantel**

# Insertion Order

Order Number: 156 - 9  
 Revision Number: 0 Revision Comments:

Job #: M156:17334

**From: Simantel Group**  
 321 SW Water  
 Peoria, IL 61602  
 Buyer:  
 Phone: 309 674 7747

Fax: 309 674 7756

**To: Champaign News Gazette**  
 15 Main St. P.O. Box 677  
 Champaign, IL 61824  
 Attn:  
 Phone: 217-351-5263

Fax: 217-351-5291

Circulation: 44731 Date: 10/26/2011  
 Client: Ameren  
 Product: Ameren Corporate  
 Estimate: 156, Ameren I&E IL Nwspr Launch Sept 2011

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
----------------	-----------	---------------	------------------	---------	-------	--------------------	---------	----------	---------	------------	----------

10/30/11	Sun	10/24/11	10/26/11	3x9	BW	5.792" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		
----------	-----	----------	----------	-----	----	-------------	--------------------	-----------------------------	------------	--	--

Total Cost:

**Comments:**

**Estimate Comments:**

Invoices should be sent to:	Materials:
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X  
 Buyer/Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

simantel

# Insertion Order

Order Number: 156 - 10

Job #: M156;17334

Revision Number: 0 Revision Comments:

**From: Simantel Group**

321 SW Water

Peoria, IL 61602

Buyer:

Phone: 309 674 7747

Fax: 309 674 7756

**To: Springfield State Journal Register**

One Copley Plaza

P O Box 219

Springfield, IL 62705-0219

Attn:

Phone: 217-788-1378

Fax: 217-788-1352

Circulation: 55200

Date: 10/26/2011

Client: Ameren

Product: Ameren Corporate

Estimate: 156, Ameren I&E IL Nwspr Launch Sept 2011

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/30/11	Sun	10/24/11	10/26/11	3 col x 9	BW	4.993" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		

Total Cost:

**Comments:**

**Estimate Comments:**

<b>Invoices should be sent to:</b>		<b>Materials:</b>	
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Disclaimer: The Agency named on the face of this form acts solely as agent for the Advertiser herein named according to specific authorization signed and give to the Agency by the Advertiser. The Advertiser having accepted full liability, the Agency is hereby relieved of personal liability for space, time, plates, composition, printing, and/or other items ordered under the Advertiser's authorization. Unless otherwise set forth by the Agency, the Supplier agrees to hold the Agency solely liable for the payment to the extent proceeds have cleared from the Advertiser to the Agency for materials/services ordered in accordance with the contract. For sums owing but not cleared to the Agency, the Supplier agrees to hold the Advertiser herein named solely liable. The Agency undertakes to collect and fwd.

X

Buyer/Authorized Signature

Date

simantel

# Insertion Order

Order Number: 156 - 11

Job #: M156;17334

Revision Number: 0 Revision Comments:

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602 <b>Buyer:</b> Phone: 309 674 7747	<b>To: Decatur Herald &amp; Review</b> 601 E. William  Decatur, IL 62525 <b>Attn:</b> Phone: 217-421-7930	<b>Circulation:</b> 50000 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011	<b>Date:</b> 10/26/2011
Fax: 309 674 7756	Fax: 217-421-6913		

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/30/11	Sun	10/24/11	10/26/11	3x9	BW	5.75" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		

**Total Cost:**

**Comments:**

**Estimate Comments:**

Invoices should be sent to:	Materials:
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X \_\_\_\_\_  
Buyer/Authorized Signature Date

simantel

# Insertion Order

Order Number: 156 - 12

Job #: M156;17334

Revision Number: 0 Revision Comments:

**From: Simantel Group**

321 SW Water

Peoria, IL 61602

Buyer:

Phone: 309 674 7747

**To: Times Newspaper Group**

c/o Peoria Journal Star

P.O. Box 9426

Peoria, IL 61612-3106

Attn:

Phone: 309-686-3106

Circulation: 28210

Date: 10/26/2011

Client: Ameren

Product: Ameren Corporate

Estimate: 156, Ameren I&E IL Nwspr Launch Sept 2011

Fax: 309 674 7756

Fax: 309-686-3122

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Gross Cost	Net Cost
10/26/11	Wed	10/21/11	10/21/11	3 col x 9"	BW	4.993" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News		

Total Cost:

**Comments:**

Morton Times-News

**Estimate Comments:**

Materials:

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X

Buyer/Authorized Signature

Date

simantel

# Insertion Order

Order Number: 156 - 15 Job #: M156:17334  
 Revision Number: 2 Revision Comments: Revised to change insertion 9/15 to 9/22.

<b>From: Simantel Group</b> 321 SW Water  Peoria, IL 61602 <b>Buyer:</b> Phone: 309 674 7747	<b>To: St. Louis American Newspaper</b> The American Publishing Company 4144 Lindell Boulevard St. Louis, MO 63108 <b>Attn:</b> Phone: 314-533-8000	<b>Circulation:</b> 70000 <b>Client:</b> Ameren <b>Product:</b> Ameren Corporate <b>Estimate:</b> 156, Ameren I&E IL Nwspr Launch Sept 2011	<b>Date:</b> 10/26/2011
	Fax: 309 674 7756		

Insertion Date	Month/Day	Space Closing	Material Closing	Ad Size	Color	Mechanical Details	Caption	Position	Section	Zone	Gross Cost	Net Cost
10/6/11	Thursday	9/23/11	9/29/11	3x9	BW	5.75" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News			
								Repeat 9/22 ad				
10/27/11	Thursday	10/14/11	10/20/11	3x9	BW	5.75" x 9"	Power Lines Safety	Far Forward Right Hand Page	Front News			
								Repeat 9/22 ad				

**Total Cost:**

**Comments:**

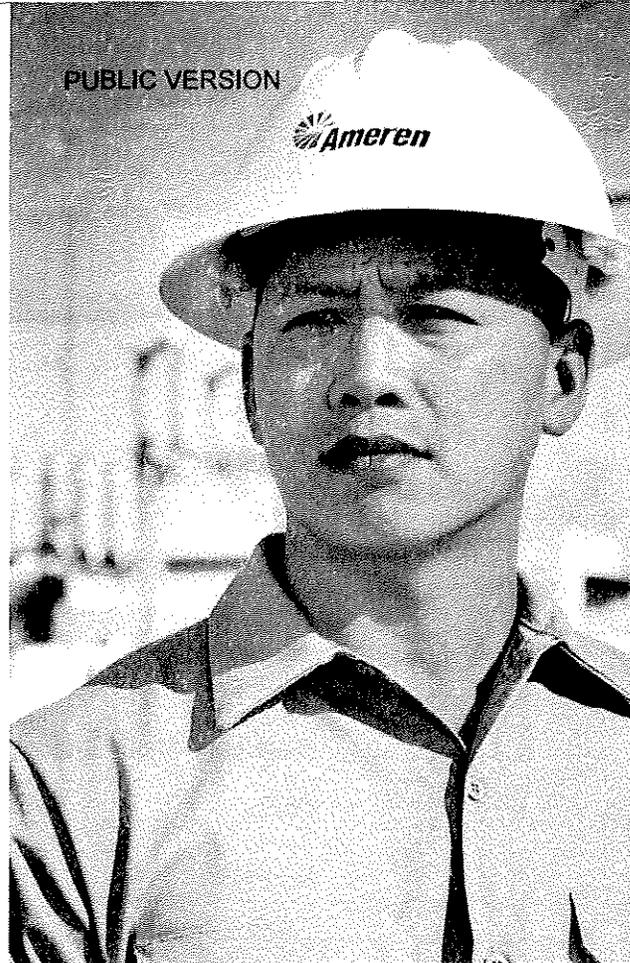
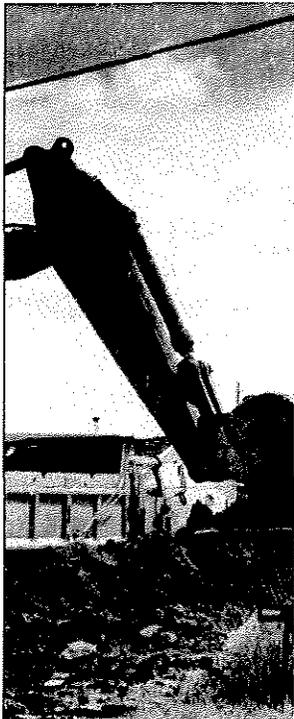
**Estimate Comments:**

		<b>Materials:</b>	
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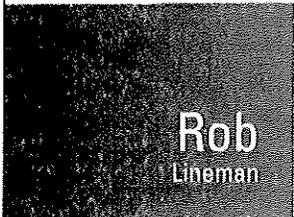
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X  
 Buyer/Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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](http://Ameren.com).



**FOCUSED ENERGY.** *For life.*  
Schedule WPC-8 Attach 1 Part 5

# 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:** 41706  
**Date:** Oct-25-2011  
**Job:** M11-20-IL  
**PO:** IL: TEAM CPR 537730  
**Payment due:** Nov-24-2011

**Job Title:** Weather Sponsorship

### Broadcast Media Invoice

	<u>Dates</u>	<u>Spots</u>	<u>Billing</u>
<b>Market: Peoria</b>			
WEEK-TV	Sep-26-11		
<b>Market Total</b>			
<b>Total</b>			<b>USD</b>
<b>Amount Due</b>			<b>USD</b>