

**Ameren Illinois Company's
Response to ICC Staff Data Requests
Docket No. 12-0001
Petition for approval of Rate MAP-P Modernization Action Plan - Pricing
Revised Response Date: 5/9/2012**

ST 2.07R

Referring to Schedule WPC-8, please provide the following:

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

RESPONSE

**Prepared By: Kathleen A. Pagel
Title: Supervisor, Communications
Phone Number: 309-677-5275**

Ameren Illinois Company (AIC) has revised the worksheet that accompanied its original response to ST 2.07 to (i) identify the amounts that were allocated to AIC's electric operations; and (ii) better reflect and reconcile the expenses charged to FERC Accounts 909 and 930.1. The previous worksheet prepared by AIC included total electric and gas costs for certain items and had not included certain other expenses that were recorded to these account and allocated to AIC's electric operations that have been included in the formula revenue requirement. See ST 2.07R Attach for a copy of the revised worksheet. Invoices supporting costs in the revised worksheet were previously provided to Staff in response to this data request.

AIC
Info & Instructional Advertising Costs
For the twelve Months Ended December 31, 2010

<u>909 Account Detail</u>	<u>Electric Only</u>
Customer Communications	\$570,821
Info & Instructional	\$276,160
Community Outreach	\$166,361
Media	\$609,678
Customer Assistance	\$106,597
Corp Brand	\$525,208
Other (1)	\$137,882
Total Elect Acct 909	<u>\$2,392,707</u>

2010 FERC Form 1, page 323, acct 909 \$2,392,707

<u>930.1 Account Detail</u>	
Corp Sponsorships	\$417,664
Other (1)	\$48,264
Total Elect Acct 930.1 (2)	<u>\$465,928</u>

2010 FERC Form 1, page 323, acct 930.1 \$465,928

- (1) Includes Payroll, Pcard, MMIS, Travel & Incidentals
(2) Including jurisdictional adjustment and AIC self-disallowed athletic ticket expenditures, the total for account 930.1 is \$308,478

**Ameren Illinois - Customer Communications
ST 2.07 Provide advertising documentation for the year 2010**

Included below are PRINTED communications included with the customer bills or shared with customers.

	Production Services Costs						ELECTRIC ONLY						
	Content	Design	Total Printing	Printing Monthly Costs	Attachments	Content	Elec (60%) *	Design	Elec (60%)	Printing	Elec (60%)		
Facts on Energy - newsletter inserted into all customers bills.	2,973	5,647	16,830	3,542	8,060	5,228	ST 2.07 Attach 02	2,973	1,784	5,647	3,388	16,830	10098
	2,673	3,346	16,623	16,623			ST 2.07 Attach 03	2,673	1,604	3,346	2,008	16,623	9974
Publication Schedule:	3,622	4,148	16,643	16,643				3,622	2,173	4,148	2,489	16,643	9986
Monthly	4,402	3,985	17,178	3,620	5,340	8,218		4,402	2,641	3,985	2,391	17,178	10307
	5,411	4,771	16,539	16,539				5,663	3,398	4,771	2,863	16,539	9923
	4,337	2,830	15,768	15,768				4,337	2,602	2,830	1,698	15,768	9461
	7,312	4,056	14,922	4,583	7,248	3,091		7,312	4,387	4,056	2,434	14,922	8953
	3,023	5,013	14,121	14,121				3,023	1,814	5,013	3,008	14,121	8473
	4,907	5,392	14,002	14,002				4,907	2,399 *	5,392	3,235	14,002	8401
	5,102	3,262	14,887	3,097	4,538	7,252		5,102	2,837 *	3,262	1,957	14,887	8932
	4,371	1,321	14,041	14,041				4,371	1,940 *	1,321	793	14,041	8425
	5,004	2,883	14,114	14,114				5,004	2,568 *	2,883	1,730	14,114	8468
Total Costs:	\$285,459							\$53,389	\$30,147	\$46,654	\$27,992	\$185,668	\$111,401
Elec Costs Only:	\$169,540	\$53,137	\$46,654	\$185,668									

*costs for work with Energy Efficiency subtracted then remaining costs 60% electric.

	Topic	Design	Printing		Printing	Elec (60%)
Bill Inserts - messages inserted into targeted customers bills (i.e., electric customers, gas customers small business customers)	Smell Gas Leave Fast	in-house	8,067	ST 2.07 Attach 04	8067	4840
	Energy Toolkit		12,905	ST 2.07 Attach 05	12905	7743
	Storm Safety/Storm kit		12,566		12566	7540
	IL Business Center Info		4,137		4137	2482
Publication Schedule:	New Customer		3,486		3486	2092
Annually	New Mailing Address		931		931	559
	Electric Rate Disclosure		11,110		11110	6666
Total Costs:	Rate Disclosure		1,130		1130	678
Elec Costs Only:	New Mailing Address DS		1,847		1847	1108
					56179	\$33,707

Pamphlets and Brochures (including on those revised and printed in 2009)

	Design	Printing		Printing	Elec (60%)
Payment Options (copies for inserting)	in-house	30,443	ST 2.07 Attach 06 (front cover only)	30,443	18266
Payment Options (copies for call centers)	in-house	20,570	ST 2.07 Attach 07	20,570	12342
PowerSwitch	in-house	821		821	493
Budget Billing	in-house	4,216		4,216	2530
Natural Gas Safety	in-house	51,923		51,923	31154
NESC Clearance	in-house	730		730	438
Family Generator Safety	in-house	1,140		1,140	684
		\$109,843		109,843	\$65,906

Publication Schedule:

Payment Options brochures are inserted into bills with over due amounts. Other brochures are used in various customer presentations or mailed by customer request.

Total Costs:	\$109,843
Elec Costs Only:	\$65,906
TOTAL Customer Communications:	\$451,481
Electric Portion of Total Customer Communications:	\$269,153

Ameren Illinois - Customer Communications**ST 2.07 Provide advertising documentation for the year 2010****Included below are PRINTED communications included with the customer bills or shared with customers.**

Internal Design Services	\$34,320
Bill Printing and Inserting	\$7,506
Contracted services for bill insert - FiServ	\$87,942
Freight for bill inserts	\$5,384
Brochure and insert printing for customer service includes bill envelope and quarterly design change	\$96,567
Payment for ongoing, operating needs for department including information technology, phones, Snap Stream, PRNewswire, small messaging ads for community booklets	
Singleton (Frazer)	\$67,449
Page1	<u>\$2,500</u>
Total Electric Customer Communications	\$570,821

**Ameren Illinois - Informational and Instructional Messaging
ST 2.07 Provide advertising documentation for the year 2010**

	Total		
	Maintenance Costs	Elec Cost (60%)	Links Attachments
Web Sites			
Publications are ongoing 24 hours a day and are updated at least weekly.	6,012	3,607	
	1,864	1,118	ST 2.07 Attach 08
	1,871	1,123	
ActOnEnergy.com was established in 2009 as the Ameren Illinois Utilities site.	652	391	www.ActOnEnergy.com
ActOnEnergy has a strong messaging for both residential and non-residential customers on energy efficiency, and specifically the programs offered through the customer funded rate rider.	696	418	
	3,834	2,300	
	2,318	1,391	
	1,290	774	
	5,766	3,460	
	2,324	1,394	
IllinoisPowerSwitch.com - imitated in 2009, this is AIU's microsite for informing and instructing customers how to chose their own energy supplier.	6,524	3,914	www.IllinoisPowerSwitch.com
	<u>\$33,151</u>	<u>\$19,891</u>	
IllinoisRateFacts.com - developed in 2009 to educate customers about ratemaking by the Illinois Commerce Commission.			www.IllinoisRateFacts.com
KidsActOnEnergy.com was established in 2010. The website was developed for children, parents, and teachers. Website developed with Simantel.	10,879	6,527	www.KidsActOnEnergy.com
	18,101	10,861	
	2,722	1,633	
Culver materials , energy efficiency and safety workbooks for elementary grades can be ordered by teachers through this site.	1,525	915	
Bookmark/magnets were used to introduce the site	3,284	1,970	ST 2.07 Attach 09
	<u>\$36,511</u>	<u>\$21,907</u>	ST 2.07 Attach 10
First Responder Beware - Portal under construction in 2010 for registration for safety training session Brochures to be developed to distribute to municipal workers attending and/or interested in training. This system is a Culver supported system.	\$22,970	\$13,782	
Transmission web sites - various website with detailed communications (maps, schedules, content on project specifics) about various transmission line projects. Both gas and electric. Update using PIER system.	\$1,200	\$720	www.mcgaspipeline.com www.brtransmission.com www.citransmission.com www.lotransmission.com
IllinoisOutage.com used to communicate to first responders, community leaders, and customers, outages progress and storm restoration ERT's. Updated using PIER system in field videos, and pictures.	\$10,680	\$6,408	www.IllinoisOutage.com
Telephone Directories			
Listing in white and yellow pages. Listing consolidated beginning October 2010 to one contact number 1-800-755-5000	14,543	\$8,726	
	15,834	\$9,500	
	4,647	\$2,788	
Worked with TMP company in 2010.	4,922	\$2,953	
	12,329	\$7,397	
Listing consist of one number for white and yellow pages. Listed in bolded font.	10,579	\$6,347	
Ameren Illinois 1-800-755-5000	12,385	\$7,431	
	8,006	\$4,804	
	15,601	\$9,361	
In yellow pages listed under Electric Company and Natural Gas Company or Gas Company	12,049	\$7,229	
	13,625	\$8,175	
	<u>\$124,520</u>	<u>\$74,712</u>	
General web support and consultation service.	5,831	3,499	
Consultant assistance to revise websites and various other information and instructional message development and revision.	5,999	3,599	
	4,338	2,603	
	2,617	1,570	
	4,395	2,637	
	2,581	1,549	
	1,604	962	
	5,524	3,314	
	1,074	644	
	<u>\$33,963</u>	<u>\$20,378</u>	

**Ameren Illinois - Informational and Instructional Messaging
ST 2.07 Provide advertising documentation for the year 2010**

	Total		
	Maintenance Costs	Elec Cost (60%)	Links Attachments
Video Support for communications used on all the websites were provided by Advanced Video Productions Inc. The videos are detailed below: Note: no scripts used for videos			
Watt Solutions - AOE.com	1,400	840	
Watt Solutions/Kroger Business - AOE.com	1,800	1,080	
Energy Allies - AOE.com	4,786	2,872	
Emiquon Documentation - AOE.com	4,930	2,958	
Storm video Compilation March - IllinoisOutage.com	2,100	1,260	
Pre-Storm Preparation - IllinoisOutage.com	4,800	2,880	
Elmwood Storm - IllinoisOutage.com	6,475	3,885	
Storm Drill - Springfield IL - IllinoisOutage.com	1,200	720	
Eagle Platform Documentation - AOE.com	5,948	3,569	
Energy Star Contest Winner - AOE.com	1,850	1,110	
AOE Kids Video - KidsActOnEnergy.com	1,250	750	
10,000th Refrigerator Recycled - AOE.com	1,550	930	
Williamsville, IL Storm DVDs duplication	100	60	
Refrigerator Recycle Program - AOE.com	1,400	840	
CFL Recycle Program - AOE.com	1,400	840	
File Optimization for new Ameren web site	2,400	1,440	
Refrigerator Recycle Falcon - AOE.com	2,250	1,350	
Hearing (ICC) Audio Production - IllinoisRateFacts.com	1,680	1,008	
ICC Hearing - Pekin IL	655	393	
	<u>\$47,974</u>	<u>\$28,784</u>	
Weather Line is a 24/7 phone messaging for current time, temperature and weather forecast. A safety or energy savings tip is offered to each caller.	1,077	646	ST 2.07 Attach 11
Two phone lines available for customer calls in:	1,072	643	
309-685-2121 Peoria area	1,108	665	
217-544-4477 Springfield area	1,086	652	
	1,093	656	
The Weather Line sponsorship ended as of Oct 10, 2010. With the merging of the legacy companies into Ameren Illinois, this program did not serve the entire service area and was discontinued.	1,085	651	
	1,093	656	
	1,085	651	
	1,086	652	
	1,093	656	
	350	210	
	353	212	
	<u>\$15,937</u>	<u>\$9,562</u>	
TOTAL Informational and Instructional	<u>\$326,906</u>		
Electric Portion of Total Informational and Instructional	<u>\$196,144</u>	\$196,144	
Safe Electricity is used for safety information and reference for website and customer communications	\$47,046		
Additional Video support for safety messaging and storm preparation	\$31,770		
PIER for transmission sites	\$1,200		
TOTAL Electric Informational and Instructional	<u>\$276,160</u>		

Ameren Illinois - Community Outreach
ST 2.07 Provide advertising documentation for the year 2010

Community Outreach Programs

<u>Project Description</u>	<u>Design Costs</u>	<u>Program Costs</u>	<u>Total Costs</u>	<u>Links</u>	<u>Attachments</u>	<u>Design Costs</u>	<u>Program Costs</u>	<u>Electric Only Costs (60%)</u>
Municipal booklet - revise copy Information to share with municipal leaders.	5,600		\$5,600		ST. 2.07 Attach 12	3,360		\$3,360
Electrical Safety Training -								
Safety training for students and first responders for electric safety.								
Live Line Demo included in all sessions:								
02/16/2010 in Edwardsville		1,500 a					900	
02/16/2010 in Belleville								
02/23/2010 Quincy Junior High School		1,075 a					645	
02/23/2010 Tri Township Fire Station								
02/24/2010 at Mendon Unity High School								
02/24/2010 at Mendon Junior High School								
04/15/2010 McDonough Co. Fairgrounds		500 a					300	
08/03/2010 Ottawa Fire House		2,150 a					1,290	
08/04/2010 LaSalle Operation Center								
11/09/2010 Prairie Capitol Convention Center		1,800 a					1,080	
11/10/2010 Bluffs High School								
11/10/2010 Bluffs Middle School								
11/10/2010 Bluffs Fire Station								
11/16/2010 Ashkum IDOT Garage		1,000 a					600	
11/17/2010 Pittsfield High School for Middle School		2,800 a					1,680	
11/17/2010 Pittsfield High School for High School								
11/18/2010 Williamsville Junior School for Middle School								
11/18/2010 Williamsville Junior School for High School								
11/18/2010 Sherman Fire Station								
		<u>\$10,825</u>	\$10,825				<u>\$6,495</u>	\$6,495
Moore Syndication								
is the exclusive distributor of Louie the Lightning Bug® products and licensed services, including Sniffy, the sniffasaurus. The following items were purchased related to Louie and Sniffy for use with safety education for children.								
Play it Safe Around Electricity (6 DVD's)		\$323	\$323				\$194	\$194
Electric Universe (used with KidsActOnEnergy)					www.kidsactonenergy.com/websites.php?src=planet			
Energy Underground (used with KidsActOneEnergy)					www.kidsactonenergy.com/websites			
Publication Schedule: Louie and Sniffy make appearances at major events, in the classrooms and are able to be scheduled on-line. In 2010, 10 actors played the mascots at 14 events. About \$1,700 was for acting.								
		\$1,700	\$1,700				\$1,020	\$1,020

Ameren Illinois - Community Outreach
ST 2.07 Provide advertising documentation for the year 2010

Community Outreach Programs

<u>Project Description</u>	<u>Design Costs</u>	<u>Program Costs</u>	<u>Total Costs</u>	<u>Links</u>	<u>Attachments</u>	<u>Design Costs</u>	<u>Program Costs</u>	<u>Electric Only Costs (60%)</u>
Touch a Truck - neighborhood events teaching children about electric and gas safety by introduction to equipment used by lineman or gas journeyman. Kid-sized bump hats were worn by the children enhancing their learning of safety.		\$4,021	\$4,021				\$2,413	\$2,413
Booths and Community Events:								
The following programs were attended by Ameren Illinois Community and Public Relations personnel. This list includes those Illinois-wide events and other larger gatherings.								
2010 Business Showcase Peoria Chamber								
2010 Business Expo - Decatur Chamber		850					510	
2010 Clean Water Celebration - Tazewell County Health Department		1,150					690	
WBEM Home and Living Show		258					155	
Seniorama - Decatur		225					135	
2010 Business Connections - Springfield Chamber		90					54	
Illinois Public Health Emergency Preparedness Summit		620					372	
Illinois Municipal League		75					45	
		30					18	
		1,174					704	
IASB/IASA/ASBO Joint Annual Conference (Illinois Association of School Boards)		1,033					620	
		439					263	
		1,925					1,155	
Storage for items used in booth set-ups was provided by the Mash Group.		184					110	
		<u>\$8,053</u>	\$8,053				<u>\$4,832</u>	\$4,832
Equipment for Booth, Presentations, Outreach and Storm Response								
Storm School Nimlock Banner		2,269					1,361	
KidsActOnEnergy Nimlok Banner		1,920			ST 2.07 Attach 13		1,152	
Energy Efficiency Nimlok Banners		8,076					4,846	
Ameren Illinois Logo Nimlok Banners		3,931					2,359	
Ameren Illinois Logo Nimlok Banners		5,161					3,097	
		<u>\$21,357</u>	\$21,357				<u>\$12,814</u>	\$12,814
Watt's Solutions								
Program to educate customers regarding their energy usage. Working with the Library System in the AIU service area, kits were provided to each library. Library works the check out process through their system. Each kit contains a small manual and the kilo-watt meter (which		\$20,400	\$20,400		ST 2.07 Attach 14		\$12,240	\$12,240

Ameren Illinois - Community Outreach
ST 2.07 Provide advertising documentation for the year 2010

Community Outreach Programs

<u>Project Description</u>	<u>Design Costs</u>	<u>Program Costs</u>	<u>Total Costs</u>	<u>Links</u>	<u>Attachments</u>	<u>Design Costs</u>	<u>Program Costs</u>	<u>Electric Only Costs (60%)</u>
measures the energy usage in watts and dollars of energy used). The manual is available for the customer and is replaced each time the kit is checked out.								
Publications Schedule: Defined by each Library.								
Video Production - various topics Produced with no scripts taking video of one presentation to use at another:								
Gas Safety - Peoria		1,950					1,170	
Gas Safety Demonstration - Medora, IL		1,984					1,190	
School Electric Safety - K Wood		1,860					1,116	
Eureka, IL Community Forum		846					508	
Macomb Tree Informational video		4,315					2,589	
		<u>\$10,955</u>	\$10,955				<u>\$6,573</u>	\$6,573
Signage: Various signs used to identity AIC to customer								
Lobby Sign Update - Change to Ameren Illinois		998			ST 2.07 Attach 15		599	
Vehicle Magnets (revised in Dec 2010 to Ameren Illinois logo)		5,677			ST 2.07 Attach 16		3,406	
Eastside Centre East Peoria (KAOE)		2,000					1,200	
		<u>\$8,675</u>	\$8,675				<u>\$5,205</u>	\$5,205
TOTAL Community Outreach			\$91,909					
Electric Portion of Total Community Outreach		\$55,145						\$55,145
Louie and Sniffy Actors for various events:								
Actor for Illini Bluffs Safety Fair		\$36						
Actor for Community Event		\$112						
Actor for Camp Point Safety Fair		\$58						
Actor for Community Event		\$173						
Actor for Community Event		\$131						
Actor for Community Event		\$86						
Actor for Community Event, Normal IL		\$80						
Actor for Community Event, Pleasant Plains		\$43						
Actor for WGEM Home Show		\$29						
Actor for Community Event, Brimfield		\$34						
Actor for Community Event		\$43						
Actor for Community Event, Jacksonville		\$64						
Actor for Community Event, Wallace School		\$29						
Actor for Community Event		\$131						
Additional Live Line Training								
Live Line Demo Feb 20		\$465						
Storm Preparation Presentations Materials								
Cap, Safety Jacket, Hard Hat		\$1,015						

Ameren Illinois - Community Outreach

ST 2.07 Provide advertising documentation for the year 2010

Community Outreach Programs

Project Description	Design Costs	Program Costs	Total Costs	Links	Attachments	Design Costs	Program Costs	Electric Only Costs (60%)
Food for presentations		\$373						
Envelopes and Forms for Municipality Leader letters and other customer service letters		\$814						
Media Printing - DVD's electric choice, safety		\$990						
Booth and Community Outreach McDonough County Fair		\$300						
Meals for personnel at fair		\$301						
Service Roof Sign on Adams St. Building		\$475						
Support partnership with Peoria Rivermen with extra tickets purchases		\$500 *						
Support partnership with Peoria Chiefs with extra ticket purchases		\$381 *						
Travel & Meals for community outreach by Community Relations Coordinators (CRC's):		\$1,555						
Matthews Nixon for Belleville, East St. Louis areas		\$2,331						
Gibbs Monroe for Marion and southern IL communities		\$1,628						
Hagen for Champaign, Effingham, Gilman and eastern Illinois communities		\$2,227						
Young for Springfield, Bloomington, and Decatur areas		\$6,323						
Hemmer supervising CRC's and community support through service area		\$2,250						
Blum, mainly northern IL service area Galesburg, Peoria Other community support		\$965						
Provide consulting services for messaging for municipal guide, communication materials, booths design, and Watt Solutions kits		\$65,752						
Rights to use the Louie and Sniffy brand in artwork, website and costumes.		\$21,522						
Total Electric Community Outreach		\$166,361						

* Items included on response to DR ST 4.01/ST 2.06 Athletic Events Expenditures

Ameren Illinois - Media**ST 2.07 Provide advertising documentation for the year 2010**

<u>Project Description</u>	<u>Production Services Costs</u>	<u>Publication Costs</u>	<u>Total Costs</u>	<u>Attachments</u>	<u>Production Services Costs</u>	<u>Publication Costs</u>	<u>Total Electric Costs (60%)</u>
Television and Radio:							
Educate customers on electric and natural gas safety. These costs include production and placement costs for Topics included (you tube links for videos):	2355	(200)			1413	(120)	
		143,469		ST 2.07 Attach 17		86,081	
		27,420				16,452	
		157,684				94,610	
	<u>\$2,355</u>	<u>\$328,373</u>	<u>\$330,728</u>		<u>\$1,413</u>	<u>\$197,024</u>	<u>\$198,437</u>
Q1'10 Broadcast Cable/TV (:15 in length):	You Tube links for TV ads:						
Ameren Safety 'Carbon Monoxide' - http://www.youtube.com/watch?v=Pa4o6oax7zc&feature=results_main&playnext=1&list=PLF0D5FC929A78F930							
Ameren Safety 'Gas Leak' - http://www.youtube.com/watch?v=-YSI2F_LINK							
Ameren Safety 'Downed Power Lines' - http://www.youtube.com/watch?v=tCfDyMg9qIQ&feature=results_main&playnext=1&list=PLF0D5FC929A78F930							
Ameren Safety 'Storm Preparedness' - http://www.youtube.com/watch?v=9DyYVd9-sAQ							
Q1'10 Radio (:30 in length):	ST 2.07 Attach 18						
:30 'Gas Leak'							
:30 'Storm Preparedness'							
University of Illinois - Radio Network							
Topics for ads included energy efficiency, storm preparation and safety tips.		14,118				8,471	
In addition to the radio ads, tickets to the University's sporting events are included as a part of this sponsorship.		3,815		ST 2.07 Attach 19		2,289	
		14,118		ST 2.07 Attach 20		8,471	
		13,019				7,811	
		78,118				46,871	
		<u>\$123,188</u>	<u>\$123,188</u>			<u>\$73,913</u>	<u>\$73,913</u>
Print and Newspaper:							
Traveler Weekly -							
Monthly newspaper ad. Primary audience is the African American community in the Peoria area. For 12 months, 1/8 page	In house design	Start July 2009		ST 2.07 Attach 21			
		End June 2010					
Safety Print Ads							
Twice a year, generally in the spring and in the fall, call JULIE, call 811, is featured in print ads to remind customers to be safe when digging near gas lines and buried electric cable. English and Spanish ads were placed in 2010.	modified the ad with internal designers.	13,408				8,045	
		253		ST 2.07 Attach 22		152	
		8,753		ST 2.07 Attach 23		5,252	
		6,943				4,166	
		14,228				8,537	
		506				304	
		17,380				10,428	
		27,004				16,202	
		<u>\$88,475</u>	<u>\$88,475</u>			<u>\$53,085</u>	<u>\$53,085</u>
Digital Outdoor Billboard							
Monthly Safety or Energy Efficiency Theme: displayed on board.							
Refrigerator Recycling (3)	1,888	2,200			1,133	1,320	

Ameren Illinois - Media

ST 2.07 Provide advertising documentation for the year 2010

<u>Project Description</u>	<u>Production Services Costs</u>	<u>Publication Costs</u>	<u>Total Costs</u>	<u>Attachments</u>	<u>Production Services Costs</u>	<u>Publication Costs</u>	<u>Total Electric Costs (60%)</u>
Weather the Storm		2,200		ST 2.07 Attach 24		1,320	
Get Discounts on CFL's		2,200		ST 2.07 Attach 25		1,320	
	\$1,888	\$6,600	\$8,488		\$1,133	\$3,960	\$5,093
Media - Various other media:							
NPR	1,983			ST 2.07 Attach 26	1,190		
Southern IL Cardinal Baseball (radio)		3,870		ST 2.07 Attach 27		2,322	
Illinois Channel Act On Energy Program (TV)		3,000				1,800	
Downtown St. Louis - Business Mag		1,415				1,415	
Peoria Civic Center (Indoor/Outdoor Signs)		19,765				11,859	
Springfield Jr. Blues Hockey Season Program		2,294				1,376	
Dasher boards							
	\$1,983	\$30,344	\$32,327	ST 2.07 Attach 28	\$1,190	\$18,772	\$19,962
TOTAL Media			\$583,206				
Electric Portion of Total Media	\$350,490						\$350,490
Legal Notices for Safety Ads and Regulatory Filings	\$149,788	\$2,435					
Online info services for news release and news coverage on television	\$5,084						
Travel and Meals for media support in communities through service area:							
Morris generally west and central IL areas	\$3,010						
Johnson generally north and central areas	\$14,771						
Vanslyke generally Springfield and Peoria	\$5,493						
Busch generally E St. Louis and Belleville area	\$3,399						
Design and development of messaging media outreach on storm preparation storm restoration, municipal leader guide development.	\$75,208						
Total Electric Media	\$609,678						

Ameren Illinois - Customer Assistance

ST 2.07 Provide advertising documentation for the year 2010

<u>Project Description</u>	<u>Production Services Costs</u>	<u>Publication Costs</u>	<u>Total Cost</u>	<u>Attachments</u>	<u>Production Services Costs</u>	<u>Publication Costs</u>	<u>Total Electric Costs (605)</u>
Community Outreach Program							
Customer Service Associates available for customer contact in libraries in several towns throughout service area.	in-house design	4,742		ST 2.07 Attach 29	in-house design	2,845	
Newspaper ad used to announce the services days.		4,269		ST 2.07 Attach 30		2,561	
		<u>\$9,011</u>	<u>\$9,011</u>			<u>\$5,407</u>	<u>\$5,407</u>
Warm Neighbors Cool Friends (WNCF)							
Rebranded the Warm Neighbors program. WNCF offers assistance to customers in need of help with managing their heating and cooling usage.	\$4,955			ST 2.07 Attach 31			
Printing of stationery and forms provided to agency:				ST 2.07 Attach 32	2,973		
Application forms	1,407				844		
Memo Pads	413				248		
WNCF Letterhead	177				106		
	<u>\$6,952</u>		<u>\$6,952</u>		<u>\$4,171</u>		<u>\$4,171</u>
TOTAL Customer Assistance							
Electric Portion of Total Customer Assistance		\$9,578					\$9,578
WNCF consolation on messaging and website development		\$4,845					
Security Detail while at Community Outreach Program		\$1,846					
Consultation for customer assistance programs development and messaging		\$90,328					
Total Electric Customer Assistance		<u>\$106,597</u>					

Ameren Illinois - Corporate Branding

ST 2.07 Provide advertising documentation for the year 2010

Branding - includes all efforts and items with Ameren Illinois logo and/or company name.

Study of the Ameren Brand

Because the company names of Ameren Illinois and Ameren Missouri went through major transition in 2010, there was a significant effort to examine the Ameren name and logo. This effort was managed through the Corporate Communications group and applicable costs allocated to Ameren Illinois and Ameren Missouri. The brand-related expenses in the 909 account (PO# 487737, vendor Simantel) allocated to Ameren Illinois was about \$717,625. about \$717,626, 60% of these costs were allocated to Ameren Illinois electric, \$430,576 Work directly related to transitioning to the Ameren Illinois name by Community and Public Relations is included in the projects of this workbook on tabs 1-5.

Total Costs	Total Electric Costs (60%)
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\$717,626	\$430,576
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E-store

Corporate branded products are available for employees to purchase through an on-line store. Branded items, Clothing (shirts, jackets, sweaters, caps and other wearable's) and small items like cups, portfolios, folders were purchased for the E-store.

A part of the total costs for the E-store was allocated to Ameren Illinois. The cost for 2010 and charged to 909 was \$157,721. Includes all vouchers to Swift Incentives, Grimco Inc, and Dogwood Promotions. Costs allocated to Ameren Illinois electric were 60%, or \$94,633

\$157,721	\$94,633
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TOTAL Costs Corporate Branding
Electric Portion of Total Corporate Branding

\$875,347	
	\$525,208

Ameren Illinois - Corporate Sponsorships
ST 2.07 Provide advertising documentation for the year 2010

Project Description	Sponsorship Amount	Schedule	Attachments
IHSA-High Schools Boys Basketball tournament games and Girls and Boys Cross Country	\$8,500 *	March	ST 2.07 Attach 33
	\$12,750 *		ST 2.07 Attach 34
	\$21,250 *		
State Farm Classic - golf tournament sponsor	\$20,000 *	June	
Central Illinois Business Publishers:			
InterBusiness Issues - Monthly ads for business to business communications.	\$15,000	monthly ad	ST 2.07 Attach 35
Arts and Society-quarterly communications for community happenings in central Illinois		every other month	ST 2.07 Attach 36
Peoria Chiefs - Season Tickets	\$4,760 *	spring--fall	
Pekin Main Street - Eagle Census Festival Sponsor	\$1,000		
Pilot Club Of Peoria - PARC in Bloom Style Show	\$100		
Murphysboro Chamber of Commerce - St Patrick's Day Celebration	\$500		
Special Olympics Illinois - Southern IL Area 15 Silver	\$2,000		
Pekin Area Chamber of Commerce - Marigold Festival Showcase Stage	\$2,500		
Decatur Park District - Singers and First Tee	\$12,000		
Peoria Officials Asc - IHSA Hospitality for Coaches, Athletic Directors and Officials	\$500		
Normal Cornbelters - Video Board, 4 Season Tickets	\$5,800 *	spring-fall	
Pekin Area Chamber of Commerce - Annual Meeting Sponsor	\$250		
Herrin Fiesta Italiana - Sponsor	\$2,500		ST 2.07 Attach 37
American Lung Asc- Springfield Golf Classic Sponsor	\$1,500		
American Cancer Society - Relay for Life (Franklin County)	\$500		
Decatur Futures Charity Golf Classic	\$8,250 *		
Decatur Celebration - Sponsorship	\$10,000		
WCBU Public Radio - Africa in Peoria Sponsorship	\$1,000		
Peoria Civic Center - Broadway Theatre Series	\$27,000		
Pekin Park District - Pekin Park Band Concert	\$1,000		
WYCA of Peoria - 2010 Leader Luncheon Award Sponsor	\$3,000		
Washington Chamber of Commerce - Cherry Festival	\$800		
Pekin Area Chamber of Commerce - Fireworks Celebration	\$250		
PR Newswire - Corp News - Ameren Subsidiary Announce Reductions in Response to Continuing Declines in Power Market	\$774		
Peoria Civic Center - World Fest	\$4,000		
Jay Goldberg Events - Pekin Balloons in the Park	\$2,000		
City of Hillsboro - Lighting for Sports Complex	\$4,000		
Jay Goldberg Events - IL Blues Festival	\$1,000		
IL Dept of Agriculture - IL State Fair	\$5,000		
IL Dept of Agriculture - IL State Fair	\$3,000		
IL Dept of Agriculture - IL State Fair	\$2,000		
Peoria Civic Center - World Fest	\$4,000		
Better Business Bureau of Central IL - Torch Sponsorship	\$1,000		
Heart of Illinois Fair - Peoria	\$5,000		
MB Thomas Winnebago RV Safes (rental) St Jude St. Louis Run Sponsorship	\$1,500		
IL State Black Chamber of Commerce - Bronze Sponsorship	\$2,500		ST 2.07 Attach 38
Tornado Open - Taylorville -	\$500		
City of East Peoria - Festival of Lights - Dinosaur Float Sponsorship	\$2,000		
Jay Goldberg Events - Universal Rhythm Assembly	\$2,000		
IL Central College - Athletic Fund	\$1,000 *		
PR Newswire - Corp News - Ameren Announces Creation of Separate Transmission Business	\$1,896		
Peoria Citizens for Economic Opportunity - Mitchell JJ Anderson Basketball Camp	\$10,000 *		
Colleen Callahan Communication - Marshall Putnam Fair Tractor Pull	\$2,500		

Ameren Illinois - Corporate Sponsorships**ST 2.07 Provide advertising documentation for the year 2010**

Project Description	Sponsorship Amount	Schedule	Attachments
Ameren Illinois Booklets - Legacy Company History	\$1,898		ST 2.07 Attach 39
IL Central College Education Foundation - Community Event	\$1,000		
Decatur Public Schools District 81 - Turkey Tournament	\$5,000		
Peoria Symphony Orchestra - season tickets	\$562		
NAACP of Peoria - Freedom Fund Banquet	\$1,000		
Tri County Urban League (golf tourney) Hole Sponsor	\$250		
Peoria Area Chamber of Commerce - Heartland Partnership Annual Meeting	\$1,250		
Bradley University - Athletics - Men's Basketball	\$10,000 *		
Ameren Laminated Presentation Folders	\$8,055		
Peoria Area Community Events - Yule Like Peoria			
Streetlight Pole holiday decorations	\$210		
Central IL Black Expo	\$1,000		
Ameren Transmission Pocket Folder	\$2,794		
CSS Audio - Economic Development	\$1,850		
Electric Portion Corporate Sponsorship	\$253,249		
Missouri Valley Conference Sponsorship	\$7,500		
Eastside Signage - Replace AmerenCILCO for Kids Act On Energy	\$1,200		
Palm/TriCon 24th Annual Awards Dinner	\$100		
Peoria Chiefs 2011 Marketing Partnership	\$12,400 *		
Race fro the Cure Sponsorship	\$3,000		
Uofl Football Tickets	\$1,248		
Uofl Football Tickets	\$1,248		
Travel, food and meals for workers attending events	\$2,887		
Underwriting Fee for WTVP Hometime	\$1,800		
State Farm Classic (Two Contracts paid in 2010)	\$15,000		
Consulting PR, messaging, underwriting	\$67,918		
Consulting PR, messaging, underwriting	\$27,734		
Sponsorship Peoria Riverman	\$21,138 *		
Provide printed materials for display at events	\$1,150		
Provide printed materials for display at events	\$92		
Total Electric Corp Sponsorships 930.1	\$417,664		

Ameren Illinois - Other Costs associated with Advertising

909 Account Detail

MMIS	\$0
Pcard	\$308
Payroll	\$82,971
Travel and incidental expenses	\$34,414
Other	\$20,189
Electric Portion of Total Other 909	<u>\$137,882</u>

930.1 Account Detail

Pcard	\$377
Payroll	\$43,360
MMIS	\$15,560
Other	<u>(\$11,033)</u>
Electric Portion of Total Other 930.1	<u>\$48,264</u>

AIC
Support for 2010 Account 909

Line #	909 Summary	Tolsdorf Disallowed	Ameren Invoice Support (1)	Ameren Additional Support (2)	Total Supported
	(A)	(B)	(C)	(D)	(E)
1	Customer Communication	301,668			301,668
2	Invoice support		48,153		
3	Internal Design Services -Payroll			\$34,320	
4	AMS contracted services bill insert - FiServ			\$87,942	
5	Freight for bill inserts			\$5,384	
6	Brochure/insert printing support-IT,phones, etc			\$55,920	
7	Pcard charges			\$69,949	
8	Info & Instructional	80,016	105,810		105,810
9	Community Outreach	111,216	66,790		66,790
10	Media	259,188	263,496		263,496
11	Customer Assistance	97,019	114,361		114,361
12	Subtotal	849,107	598,610	253,515	852,125
13	Sub-total Tolsdorf disallowed	849,107			852,125
14	Tolsdorf disallowed - Signage	5,205	5,205		5,205
15	Tolsdorf disallowed - Branding	430,576	430,576		430,576
16	Tolsdorf disallowed - e-store	94,633	94,633		94,633
17	Total disallowed	1,379,521			
18	AIC Total		1,129,024	253,515	1,382,539

Notes:

- (1) Lines 2 and lines 8-11 invoice support submitted in response to DR ST 6.04
Lines 14-16 invoice support submitted in response to DR ST 2.07
- (2) Lines 3-7 are summarized in response to DR ST 2.07R, Customer Communications tab

Customer Communications Attach 1
ST 6.0 4 - Attach 1

Page #	Vendor	Invoice #	Date	Amount
1	Wayne Printing Company	20277	11/16/2009	\$1,637.57
2	Wayne Printing Company	20661	12/30/2009	\$8,970.36
3	Wayne Printing Company	20946	01/28/2010	\$139.99
5	Wayne Printing Company	20944	01/28/2010	\$151.51
6	Wayne Printing Company	20689	12/31/2009	\$631.76
7	fiserv	421806	01/29/2010	\$5,701.44
8	fiserv	425236	09/30/2010	\$4,673.15
9	fiserv	425973	11/10/2010	\$1,406.79
10	Wayne Printing Company	20729	12/31/2009	\$1,430.03
11	Wayne Printing Company	21370	03/10/2010	\$558.13
12/15	Wayne Printing Company	20972	01/29/2010	\$1,138.23
13	Wayne Printing Company	20559	12/12/2009	\$1,019.16
14	Wayne Printing Company	20429	11/30/2009	\$440.38
16	Wayne Printing Company	20730	12/31/2009	\$149.85
17	Wayne Printing Company	20662	12/30/2009	\$246.34
18	Wayne Printing Company	23580	09/23/2010	\$1,887.78
19	SnapStream Media Inc.	5127	09/09/2010	\$3,600.00
20	SnapStream Media Inc.	4960	04/19/2010	\$800.00
21	SnapStream Media Inc.	4864	02/03/2010	\$800.00
22	PR Newswire Assoc. LLC	101092558	01/06/2010	\$805.00
23	PR Newswire Assoc. LLC	101130762	11/22/2010	\$350.00
24	PR Newswire Assoc. LLC	101118493	11/08/2010	\$220.00
25	PR Newswire Assoc. LLC	100907706	01/11/2010	\$390.00
26	PR Newswire Assoc. LLC	100915339	01/21/2010	\$450.00
27	PR Newswire Assoc. LLC	100915350	01/21/2010	\$510.00
28	PR Newswire Assoc. LLC	101100559	10/18/2010	\$285.00
29	PR Newswire Assoc. LLC	100998783	05/18/2010	\$415.00
30	PR Newswire Assoc. LLC	100952650	03/15/2010	\$415.00
31	PR Newswire Assoc. LLC	100948510	03/09/2010	\$690.00
32	PR Newswire Assoc. LLC	100941010	02/25/2010	\$210.00
33	PR Newswire Assoc. LLC	100893267	12/10/2009	\$330.00

Customer Communications Attach 1
ST 6.0 4 - Attach 1

Page #	Vendor	Invoice #	Date	Amount
34	Volunteer Impact	5100	06/16/2010	\$275.00
35	Network Solutions Page 1	368317062	06/16/2010	\$34.00
36	Network Solutions Page 2			
37	Network Solutions Page 1	368318804	06/16/2010	\$34.00
38	Network Solutions Page 2			
39	Network Solutions Page 1	368319183	06/16/2010	\$34.00
40	Network Solutions Page 2			
41	Network Solutions Page 1	368319312	06/16/2010	\$34.00
42	Network Solutions Page 2			
43	Network solutions	368994904, 368995705, 368995424, 368995133	06/23/2010	\$139.96
44	Network solutions	362854968	01/20/2010	\$114.95
45	Network solutions	356019436	02/12/2010	\$34.99
46	Network solutions	356021087	02/12/2010	\$34.99
47	Network solutions	356021007	02/12/2010	\$34.99
48	Network solutions	356020762	02/12/2010	\$34.99
49	Network Solutions	356020657	02/12/2010	\$34.99
50	Network Solutions	356020156	02/12/2010	\$34.99
51	Symon Communications	100042301630	05/04/2010	\$3,098.00
52	United States Postal Service	104662	11/17/2009	\$630.84
53	Lawrence Ragan Communications	19777727	01/05/2010	\$89.00
54	Advanced Digital Media	1048	06/01/2010	\$225.00
55	Advanced Digital Media	31871	04/01/2010	\$75.00
56	Advanced Digital Media	31891	05/01/2010	\$75.00
57	Advanced Digital Media	31904	06/01/2010	\$75.00
58	Advanced Digital Media	31856	03/01/2010	\$75.00
59	Advanced Digital Media	31926	08/01/2010	\$75.00
60	Advanced Digital Media	31945	10/01/2010	\$75.00
61	Advanced Digital Media	31962	11/01/2010	\$75.00

Customer Communications Attach 1
ST 6.0 4 - Attach 1

Page #	Vendor	Invoice #	Date	Amount
62	Advanced Digital Media	31974	12/01/2010	\$75.00
63	Verizon	129005272910231000	03/28/2010	\$228.86
65	Verizon	589000345750670100	03/19/2010	\$1,650.44
66	Madison Telephone	004	12/15/2009	\$24.25
67	Frontier	589022344550924710	12/04/2010	\$278.91
			Total Support	\$48,153.62

Info & Instructional Attach 2

ST 6.0 4 - Attach 2

Page #	Vendor	Invoice #	Date	Amount
1	EEC - Energy Education Council	559	01/12/2010	\$ 6,005.00
2	EEC - Energy Education Council	560	01/28/2010	\$ 6,005.00
3	EEC - Energy Education Council	561	02/28/2010	\$ 6,005.00
4	EEC - Energy Education Council	562	04/06/2010	\$ 6,005.00
5	EEC - Energy Education Council	564	04/28/2010	\$ 6,005.00
6	EEC - Energy Education Council	565	05/31/2010	\$ 6,005.00
7	EEC - Energy Education Council	568	06/30/2010	\$ 6,005.00
8	EEC - Energy Education Council	569	07/28/2010	\$ 6,005.00
9	EEC - Energy Education Council	573	09/01/2010	\$ 6,005.00
10	EEC - Energy Education Council	575	09/15/2010	\$ 6,005.00
11	EEC - Energy Education Council	579	10/15/2010	\$ 6,005.00
12	EEC - Energy Education Council	662	11/15/2010	\$ 6,005.00
13	EEC - Energy Education Council	674	12/08/2010	\$ 6,000.00
14	EEC - Energy Education Council	0526	05/26/2010	\$ 350.00
15	Advanced Video Productions, Inc	18605	10/11/2010	\$ 950.00
16	Spot Creative Media Group	1748	07/21/2010	\$ 5,850.00
17	Spot Creative Media Group	1898	12/14/2010	\$ 19,400.00
18	Pier Systems, Inc	2403	06/30/2010	\$ 1,200.00
Total Support				\$ 105,810.00

Community Outreach Attach 3

ST 6.0 4 - Attach 3

Page #	Vendor	Invoice #	Date	Amount
1	Wayne Printing Company	20957	01/29/2010	\$ 821.15
2	CityBlue Technologies LLC	SO124643	10/30/2010	\$ 425.00
3	CityBlue Technologies LLC	SO127166	09/20/2010	\$ 324.00
4	Snap Drape Exhibits	281614	07/27/2010	\$ 167.32
5	Hardin Signs	91793	07/16/2010	\$ 792.42
6	Signature Signs & Graphics	1012184	07/28/2010	\$ 168.94
7	Signature Signs & Graphics	1012194	07/30/2010	\$ 168.94
8	Signature Signs & Graphics	1012034	04/21/2010	\$ 180.83
9	Signature Signs & Graphics	1011982	03/26/2010	\$ 129.74
10	Signature Signs & Graphics	1011965	03/22/2010	\$ 416.75
11	Signature Signs & Graphics	1011968	03/23/2010	\$ 67.81
12	Signature Signs & Graphics	1011871	01/13/2010	\$ 44.85
13	Signature Signs & Graphics	1011893	01/29/2010	\$ 98.54
14	Simantel	38486	11/15/2010	\$ 7,081.95
15	Simantel	38837	12/10/2010	\$ 20,993.55
16	Simantel	37958	08/13/2010	\$ 353.15
17	Simantel	38835	12/12/2010	\$ 590.55
18	Moore Syndication Inc	84218	11/01/2010	\$ 12,500.00
19	Moore Syndication Inc	84217	11/01/2010	\$ 5,250.00
20	Moore Syndication Inc	84263	12/02/2010	\$ 6,219.50
21	Moore Syndication Inc	83896	03/23/2010	\$ 3,562.14
22	Moore Syndication Inc	84033	06/11/2010	\$ 6,432.79
Total Support				\$ 66,789.92

Media	Attach 4				
Page #	Vendor	Invoice #	Date	Amount	
1	Rodgers/Townsend	AC-10098	07/29/2010	\$	7,072
2	Page 2 of above				
3	Rodgers/Townsend	AC-10083	07/29/2010	\$	7,585
4	Page 2 of above				
5	Rodgers/Townsend	AC-10100	07/30/2010	\$	8,107
6	Page 2 of above				
7	Rodgers/Townsend	AC-10103	07/30/2010	\$	8,107
8	Page 2 of above				
9	Rodgers/Townsend	AC-10101	07/30/2010	\$	8,801
10	Page 2 of above				
11	Rodgers/Townsend	AC-10102	07/30/2010	\$	8,801
12	Page 2 of above				
13	Rodgers/Townsend	AC-10082	07/29/2010	\$	10,246
14	Page 2 of above				
15	Rodgers/Townsend	AC-10099	07/30/2010	\$	8,801
16	Rodgers/Townsend	AC-10094	07/27/2010	\$	1,891
17	Rodgers/Townsend	AC-10096	07/27/2010	\$	2,073
18	Rodgers/Townsend	AC-10095	07/27/2010	\$	2,232
19	Rodgers/Townsend	AC-10101	07/30/2010	\$	10,294
20	Rodgers/Townsend	AC-10101	07/30/2010	\$	10,294
21	Rodgers/Townsend	AC-10102	07/30/2010	\$	9,619
22	Page 2 of above				
23	Rodgers/Townsend	AC-10103	07/30/2010	\$	7,665
24	Page 2 of above				
25	Rodgers/Townsend	AC-10141	12/07/2010	\$	400
26	Rodgers/Townsend	AC-10136	12/07/2010	\$	323
27	Rodgers/Townsend	AC-10137	12/07/2010	\$	91
28	Rodgers/Townsend	AC-10138	12/07/2010	\$	580
29	Rodgers/Townsend	AC-10106	12/07/2010	\$	352
30	Rodgers/Townsend	AC-10110	09/01/2010	\$	148
31	Rodgers/Townsend	AC-10120	09/27/2010	\$	209

Media Attach 4
ST 6.0 4 - Attach 4

Page #	Vendor	Invoice #	Date	Amount
32	Rodgers/Townsend	AC-10127	10/20/2010	\$ 469
33	Rodgers/Townsend	AC-10105	08/16/2010	\$ 116
34	Rodgers/Townsend	AC-10114	09/27/2010	\$ 170
35	Rodgers/Townsend	AC-10112	09/01/2010	\$ 124
36	Rodgers/Townsend	AC-10117	09/27/2010	\$ 30
37	Rodgers/Townsend	AC-10123	10/13/2010	\$ 608
38	Rodgers/Townsend	AC-10092	07/29/2010	\$ 762
39	Rodgers/Townsend	AC-10086	07/13/2010	\$ 220
40	Rodgers/Townsend	AC-10085	07/14/2010	\$ 86
41	Rodgers/Townsend	AC-10084	07/14/2010	\$ 303
42	Rodgers/Townsend	AC-10088	07/30/2010	\$ 117
43	Rodgers/Townsend	AC-10089	07/30/2010	\$ 333
44	Rodgers/Townsend	AC-10090	07/30/2010	\$ 428
45	Rodgers/Townsend	AC-10079	06/30/2010	\$ 88
46	Rodgers/Townsend	AC-10080	06/30/2010	\$ 215
47	Rodgers/Townsend	AC-10078	06/30/2010	\$ 41
48	Rodgers/Townsend	AC-10058	05/25/2010	\$ 231
49	Rodgers/Townsend	AC-10062	05/20/2010	\$ 465
50	Rodgers/Townsend	AC-10061	05/25/2010	\$ 307
51	Rodgers/Townsend	AC-10064	05/26/2010	\$ 200
52	Rodgers/Townsend	AC-10065	05/26/2010	\$ 53
53	Rodgers/Townsend	AC-10066	05/26/2010	\$ 288
54	Rodgers/Townsend	AC-10054	04/28/2010	\$ 439
55	Rodgers/Townsend	AC-10069	06/02/2010	\$ 34
56	Rodgers/Townsend	AC-10039	04/08/2010	\$ 1,117
57	Rodgers/Townsend	AC-10042	04/08/2010	\$ 38
58	Rodgers/Townsend	AC-10034	03/08/2010	\$ 87
59	Rodgers/Townsend	AC-10035	03/09/2010	\$ 401
60	Rodgers/Townsend	AC-10037	03/24/2010	\$ 451
61	Rodgers/Townsend	AC-10038	04/06/2010	\$ 463
62	Rodgers/Townsend	AC-10043	04/06/2010	\$ 66

Media Attach 4

ST 6.0 4 - Attach 4

Page #	Vendor	Invoice #	Date	Amount
63	Rodgers/Townsend	AC-10044	04/06/2010	\$ 472
64	Rodgers/Townsend	AC-10024	05/05/2010	\$ 542
65	Rodgers/Townsend	AC-10030	03/04/2010	\$ 329
66	Rodgers/Townsend	AC-10031	03/04/2010	\$ 64
67	Rodgers/Townsend	AC-10032	03/08/2010	\$ 258
68	Rodgers/Townsend	AC-10033	03/08/2010	\$ 380
69	Illinois Press Assoc.	27702	12/31/2010	\$ 193
70	Illinois Press Assoc.	27807	01/31/2010	\$ 160
71	Illinois Press Assoc.	27937	02/28/2010	\$ 166
72	Illinois Press Assoc.	28125	03/31/2010	\$ 220
73	Illinois Press Assoc.	28269	04/30/2010	\$ 176
74	Illinois Press Assoc.	28693	05/31/2010	\$ 204
75	Illinois Press Assoc.	28529	06/30/2010	\$ 185
76/77	Illinois Press Assoc.	28673	08/29/2010	\$ 145
78/79	Illinois Press Assoc.	28771	09/30/2010	\$ 255
80	Illinois Press Assoc.	28917	09/30/2010	\$ 160
81	Serafin & Assoc.	2002552	02/01/2010	\$ 13,864
82	Serafin & Assoc.	2002563	02/28/2010	\$ 14,001
83	Serafin & Assoc.	2002580	03/31/2010	\$ 13,835
84	Serafin & Assoc.	2002607	05/01/2010	\$ 13,662
85	Serafin & Assoc.	2002613	05/31/2010	\$ 13,600
86	Serafin & Assoc.	2002639	07/02/2010	\$ 13,645
87	Serafin & Assoc.	2002651	07/31/2010	\$ 13,686
88	Serafin & Assoc.	2002676	10/01/2010	\$ 13,500
89	Serafin & Assoc.	2002690	10/31/2010	\$ 13,852
90	Serafin & Assoc.	2002705	11/30/2010	\$ 13,500
Total Support				\$ 263,496

Customer Assistance Attach 5

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Page #	Vendor	Invoice #	Date	Amount
1/2	Decatur Blueprint Inc	50161	09/30/2010	\$106.00
3	Frye-Williamson Press Inc	24744	12/08/2010	\$1,407.07
4	Mercury Public Affairs LLC	Cut off	Mar-10	\$12,500.00
5	Mercury Public Affairs LLC	2010-3002	Apr-10	\$12,500.00
6	Mercury Public Affairs LLC	2010-3250	May-10	\$12,500.00
7	Mercury Public Affairs LLC	2010-3455	Jun-10	\$12,500.00
8	Mercury Public Affairs LLC	201007-0075	Jul-10	\$12,500.00
9	Mercury Public Affairs LLC	201008-0020	08/03/2010	\$348.00
10	Mercury Public Affairs LLC	201008-0074	Aug-10	\$12,500.00
11	Mercury Public Affairs LLC	201009-0220	Sep-10	\$12,500.00
12	Mercury Public Affairs LLC	201011-0047	Nov-10	\$12,500.00
13	Mercury Public Affairs LLC	201012-0053	Dec-10	\$12,500.00
			Total Support	\$114,361.07