

AG 7.08 Attach 1
Simantel Invoices 930.2 (FERC Form 1 Public Relations Expenses)

Line #	Voucher #	Total Voucher	Allocated AIC	Reconciliation Description	Line #				
	(a)	(b)	(c)	(d)					
1		\$615,396	\$374,222	Total Voucher amounts from AG 2.12 (d) and Ameren Exh 14.5	1				
2		\$165,302	\$99,479	Total Voucher amounts from AG 2.11 Attach 1 and Ameren Exhibit 14.3	2				
3	1498043	\$4,455	\$2,709		3				
4	1541516	\$10,126	\$6,158		4				
5	1644340	\$3,440	\$2,092		5				
6	1734539	\$4,450	\$2,706		6				
7			(13,665)	Duplicate vouchers with AG 2.11 and AG 2.12 (d)	7				
8			\$460,037		8				
9					9				
10				Additional Vouchers for Simantel	10				
11	Voucher #	Total Voucher	Allocated AIC	Reconciliation Description	Date	Job Description	Work Requirement	Billed Services	Line #
12	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	12
13	1498036	\$9,570	\$5,820		02/13/2012	2012 Television Production	Develop Scripts for educational TV messages for eCustomers, equipment safety, storm preparedness, energy efficiency	Drafted scripts and estimated production options	13

14	1498037	\$29,547	\$29,547	(all expenses are AIC)	02/10/2012	IL Choice TV Spot	Create 30 second educational message for IL Choice	Includes 30 second of voice over for radio, art direction and full day shooting and editing.	14
15	1498041	\$688	\$418		02/13/2012	Econ Dev Ad Development	Design Economic Development print ad	Layout, revise and resize delivered ads for business magazine	15
16	1498044	\$770	\$468		02/10/2012	Diversity Ad Development	Design diversity print ad	Layout, revise and resize delivered ad for small business diversity heroes publication.	16
17	1498047	\$6,803	\$4,137		02/10/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	17
18	1498457	\$3,245	\$1,973		02/10/2012	IL ActOnEnergy	Prepare presentation for EE contractors to utilize ActOnEnergy and Focused Energy for Life graphics consistently in communications	Reviewed samples and presented detailed ActOnEnergy and Focused Energy for Life info to Contractors.	18
19	1521931	\$26,281	\$26,281	(all expenses are AIC)	03/13/2012	IL Choice TV Spot	Create 30 second educational message for IL Choice	Includes 30 second of voice over for radio, art direction and full day shooting and editing.	19
20	1521935	\$4,758	\$2,893		03/13/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	20
21	1541515	\$193	\$117		04/11/2012	NPR Radio Schedule	Coordinate media for radio	Media for NPR radio scheduled.	21
22	1541518	\$5,001	\$3,041		04/11/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	22

23	1572710	\$5,776	\$3,512	05/14/2012	Women of Achievement Ad Development	Design ad recognizing 2012 Women of Achievement Produce TV messages for	Completed research and ad placed.	23
24	1574753	\$66,584	\$40,490	05/18/2012	2012 Television Production	Equipment Safety and Corporate Citizenship	Two days of shooting, editing and audio.	24
25	1598040	\$3,768	\$2,291	06/14/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	25
26	1598041	\$1,783	\$1,084	06/14/2012	2012 Television Production	Revise and finalize TV messages on Equipment Safety and Corporate citizenship	Final production work of TV spots completed.	26
27	1598044	\$5,955	\$3,621	06/14/2012	2012 Digital Production	Develop digital messages for EE, safety, smart grid, and IL choice.	Delivered digital banner ads and online video and paid search terms.	27
28	1598045	\$220	\$134	06/14/2012	Copywriter support	Draft United Way letter	Meeting time and copywriting for UW letter.	28
29	1619713	\$2,484	\$1,511	06/12/2012	Account Support	Upload files to FTP for IL Choice and review NPR scripts.	Completes file uploads and revisions to scripts.	29
30	1619714	\$16,425	\$9,988	07/12/2012	2012 Television Production	Produce TV messages for Equipment Safety and Corporate Citizenship	Completed still and video B-roll footage.	30
31	1619716	\$5,569	\$3,387	07/12/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	31
32	1619721	\$3,927	\$2,388	06/30/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in May and June	32
33	1643198	\$3,927	\$2,388	05/30/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in April and May.	33
34	1644335	\$6,030	\$3,667	08/08/2012	New Employee Educational materials	Continue work on educational materials	Uploaded files to FTP, continued work on educational materials.	34

35	1644337	\$4,749	\$1,444	(costs included is for 50% is Safety part of AIC allocation)	08/08/2012	2012 Television Production	Creative direction and production of TV messages Develop radio scripts and plan recording for equipment safety ads	Continue production needs for TV ads.	35
36	1644338	\$1,491	\$907		08/14/2012	2012 Radio Production		Drafted scripts.	36
37	1644339	\$5,901	\$3,588		08/07/2012	Account Management	Project management and status updates	Project management, budget and billing of work. Delivered digital banner ads and online video and paid search terms.	37
38	1644367	\$2,156	\$1,311		08/14/2012	2012 3Q Digital Production	Develop digital messages for EE, safety, smart grid, and IL choice.		38
39	1644376	\$3,927	\$2,388		07/31/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in June and July.	39
40	1671540	\$1,934	\$1,176		09/14/2012	2012 Radio Production	Produce radio messages	Project management, creative direction and copywriting and external production.	40
41	1671541	\$6,810	\$4,141		09/14/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	41
42	1671551	\$3,927	\$2,388		08/30/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in July and August	42
43	1671552	\$49,661	\$15,100	(costs included is for 50% is Safety part of AIC allocation)	09/13/2012	2012 Television Production	Creative direction and production of TV messages Develop intern brochure and finalize artwork for recruiting pages	Continue production needs for TV ads.	43
44	1690978	\$16,784	\$10,206		10/11/2012	HR Welcome Book		Complete educational materials recruitment efforts.	44
45	1690980	\$3,163	\$1,923		10/09/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	45
46	1690985	\$3,223	\$1,960		04/26/2012	Media Invoice	Ad placement for Small Business Monthly	Media for print ad placement.	46

47	1690986	\$3,927	\$2,388	04/26/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in April.	47
48	1721608	\$5,528	\$3,362	11/16/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	48
49	1721619	7849	\$4,773	11/16/2013	Internal Report -Point o	Report on Ameren's opinions on future trends of key industry related issues.	Copywriting and layout, design and production of report	49
50	1734526	\$4,634	\$2,818	11/27/2012	Media Invoice	Ad placement in military publications	Insertion in G.I. Jobs for November.	50
51	1734527	\$2,618	\$1,592	11/27/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in Oct and Nov.	51
52	1734528	\$3,927	\$2,388	10/19/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in Oct.	52
53	1734529	\$6,545	\$3,980	09/21/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in Aug and Sept.	53
54	1734530	\$1,309	\$796	09/21/2012	Broadcast Media Invoice	Ad placement for KWMU-FM NPR radio	Media run for NPR radio spots in July.	54
55	1734533	\$6,220	\$3,782	11/30/2012	Customer Focus Planning	Planning for 2013 on customer service messaging	Meet and discuss plan for 2013 messaging.	55
56	1734534	\$8,635	\$5,251	11/30/2012	Account Management	Project management and status updates	Project management, budget and billing of work.	56
57	1734550	\$7,013	\$4,265	11/30/2012	GI Jobs - Veterans Ad	Develop print communications focusing Ameren's commitment to veterans	Layout and design of print ad.	57
58	1749169	17645	\$10,730	11/14/2012	Internal Report - Point of View report	Report on Ameren's opinions on future trends of key industry related issues.	Copywriting and layout, design and production of final report	58
59	1751846	\$1,085	\$660	12/31/2012	(Work completed and billed in 2012. Accrued payment) Media Invoice	Place business ad	Media placed in business magazine: Columbia Business Times	59

60	1751851	\$68,041	\$41,124	(Work completed and billed in 2012. Accrued payment)	12/31/2012	Television Production 1Q - eCustomer "Ways to Pay"	Produce messaging to educate Ameren customers on the variety bill payment options	Complete production of 1Q media ads for TV and digital banner ads.	60
61			\$283,598						61
62	TOTAL		\$743,635	Public Relations Expenses FERC FORM 1 2012					62