

Ameren Illinois Company
Adjustment to Electric Advertising Expense
For the Year ending December 31, 2015

Line No.	Account No. Ad No.	Description	Amount	Source	Rate MAP-P Reference
	(A)	(B)	(C)	(D)	(E)
1		Total Electric Advertising Expense Adjustment	\$ (21,273)	Line 5 + Line 14 + Line 19	
2		Jurisdictional Electric Advertising Expense Adjustment	\$ (20,985)	Line 7 + Line 16 + Line 21	
<u>Account 908</u>					
3	Ad #200	Veteran's Day Support	\$ (3,468)	Staff Ex. 2.0, Sch. 2.01; AG Ex. 1.3	
4	Ad #201	Air Conditioner Donation Program	(5,267)	Staff Ex. 2.0, Sch. 2.01; AG Ex. 1.3	
5		Electric Account 908 Adjustment	\$ (8,735)	Sum of lines 3 - 4	Ameren Ex. 10.1, App 7, Col E, Line 16
6		Jurisdictional Allocator	100%	AG Ex. 1.3	
7		Jurisdictional Account 908 Adjustment	\$ (8,735)	Line 5 x Line 6	
<u>Account 909</u>					
8	Ad #41	JJ Kersee Giving & Volunteerism	\$ (300)	AG Ex. 1.3	
9	Ad #57	Donated ad space to charities (Central IL Business Publishers magazine)	(2,448)	AG Ex. 1.3	
10	Ad #59	Veteran's Day Parade	(1,847)	Staff Ex. 2.0, Sch. 2.01; AG Ex. 1.3	
11	Ad #60	Volunteerism	(2,701)	Staff Ex. 2.0, Sch. 2.01	
12	Ad #61	Partners in Giving - info packets	(1,878)	AG Ex. 1.3	
13	Ad #64	Toys for Tots Tickets	(324)	AG Ex. 1.3	
14		Electric Account 909 Adjustment	\$ (9,498)	Sum of lines 8 - 13	Ameren Ex. 10.1, App 7, Col E, Line 16
15		Jurisdictional Allocator	100%	AG Ex. 1.3	
16		Jurisdictional Account 909 Adjustment	\$ (9,498)	Line 14 x Line 15	
<u>Account 930</u>					
17	Ad #109	Community Support	\$ (1,983)	AG Ex. 1.3	
18	Ad #110	Community Support	(1,058)	AG Ex. 1.3	
19		Electric Account 930 Adjustment	\$ (3,041)	Sum of lines 17 - 18	Ameren Ex. 10.1, App 7, Col F, Line 16
20		Jurisdictional Allocator	90.51%	AG Ex. 1.3	
21		Jurisdictional Account 930 Adjustment	\$ (2,752)	Line 19 x Line 20	

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Line No.	Account No. Ad No.	Description	Amount	Source
	(A)	(B)	(C)	(D)
1	Total Electric Advertising Expeense - Avian Progam		\$ 11,788	Line 7 + Line 12
2	Jurisdictional Electric Advertising Expense - Avian Program		\$ 11,753	Line 9+ Line 14
3	Account 909			
4	Ad # 5	Poster, Avian Protection Equipment	\$ 656	AG Brosch Workpapers
5	Ad # 6	Brochure, For the Birds, Avian Protection Program	\$ 8,502	AG Brosch Workpapers
6	Ad # 7	Display Nimlock, Protecting Birds of Prey	\$ 2,264	AG Brosch Workpapers
7	Electric Account 909 Adjustment		\$ 11,422	Sum of lines 4 - 6
8	Jurisdictional Allocator		100%	AG Ex. 1.3
9	Jurisdictional Account 909 Adjustment		\$ 11,422	Line 7 x Line 8
10	Account 930			
11	Add #5	Design Banner and Poster Avian Protection	\$ 366	AG Brosch Workpapers
12	Electric Account 930 Adjustment		\$ 366	Sum of lines 11
13	Jurisdictional Allocator		90.51%	AG Ex. 1.3
14	Jurisdictional Account 930 Adjustment		\$ 332	Line 12 x Line 13

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Line Account No.

No.	Ad No.	Description	Amount	Source
(A)	(B)	(C)	(D)	
1		Total Electric Advertising Expense - Workplace Diversity	\$ 55,218	Line 16 + Line 22 + Line 28
2		Jurisdictional Electric Advertising Expense - Workplace Diversity	\$ 52,881	Line 18 + Line 24 + Line 30
3		Account 909		
4	Ad # 32	Print Ad - American Association of Blacks in Energy	\$ 12,000	AG Brosch Workpapers
5	Ad # 33	Print Ad - Central IL Black Expo	\$ 300	AG Brosch Workpapers
		Print Ads 2- Central IL Business Publishers & St. Louis		
6	Ad # 34	American Foundation	\$ 3,275	AG Brosch Workpapers
7	Ad # 35	Print Ad - DuQuoin Evening Call	\$ 366	AG Brosch Workpapers
		Print Ads 4- Equal Opportunity Publications and Belleville		
8	Ad # 36	News Democrat	\$ 9,919	AG Brosch Workpapers
9	Ad # 37	Print Ad - Boys and Girls Club Alton	\$ 75	AG Brosch Workpapers
		Print Ad 2 - Minds Eye Information and Danville Area		
10	Ad # 38	Community	\$ 690	AG Brosch Workpapers
11	Ad # 39	Print Ad - East Peoria Chamber	\$ 300	AG Brosch Workpapers
12	Ad # 40	Print Ad - Design ad	\$ 136	AG Brosch Workpapers
		Print Ads 5 - NAACP (Decatur, St. Louis, Galesburg, Peoria,		
13	Ad # 42	Springfield)	\$ 1,781	AG Brosch Workpapers
14	Ad # 43	Print Ad -Peoria Park District	\$ 90	AG Brosch Workpapers
15	Ad # 54	Print Ads - 12 Traveler Weekly	\$ 1,657	AG Brosch Workpapers
16		Electric Account 909 Adjustment	\$ 30,589	Sum of lines 4 - 15
17		Jurisdictional Allocator	100%	AG Ex. 1.3
18		Jurisdictional Account 909 Adjustment	\$ 30,589	Line 16 x Line 17

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Line Account No.	Description	Amount	Source
No. Ad No.	(B)	(C)	(D)
19 Account 930			
20 Ad # 105	Print ad -THE ST. LOUIS AMERICAN MKL Day - Diversity theme	\$ 545	AG Brosch Workpapers
21 Ad # 105	Print ad -THE ST. LOUIS AMERICAN Black History Month - Diversity theme	\$ 547	AG Brosch Workpapers
22 Electric Account 930 Adjustment		\$ 1,092	Sum of lines 12 - 13
23 Jurisdictional Allocator		90.51%	AG Ex. 1.3
24 Jurisdictional Account 930 Adjustment		\$ 988	Line 22 x Line 23
25 Account 923			
26 Ad # 300	Design, produce and print new employee training materials	\$ 5,018	AG Brosch Workpapers
27 Ad # 301	Develop educational and recruiting messaging for the research space a University of IL	\$ 18,519	AG Brosch Workpapers
28 Electric Account 923 Adjustment		\$ 23,537	Sum of lines 26--27
29 Jurisdictional Allocator		90.51%	AG Ex. 1.3
30 Jurisdictional Account 923 Adjustment		\$ 21,303	Line 28 x Line 29

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Line Account No.				
No. Ad No.	Description	Amount	Source	
(A)	(B)	(C)	(D)	
1	Total Electric Advertising Expense - Reliability Improvements	\$ 104,917	Line 8	
2	Jurisdictional Electric Advertising Expense - Reliability Improvements	\$ 104,917	Line 10	
3	Account 909			
4	Ad # 18.2	\$ 29,207	AG Brosch Workpapers	
5	Ad # 22	\$ 59,491	AG Brosch Workpapers	
6	Ad # 23	\$ 13,446	AG Brosch Workpapers	
7	Ad # 29	\$ 2,774	AG Brosch Workpapers	
8	Electric Account 909 Adjustment	\$ 104,917	Sum of lines 4 - 7	
9	Jurisdictional Allocator	100%	AG Ex. 1.3	
10	Jurisdictional Account 909 Adjustment	\$ 104,917	Line 8 x Line 9	