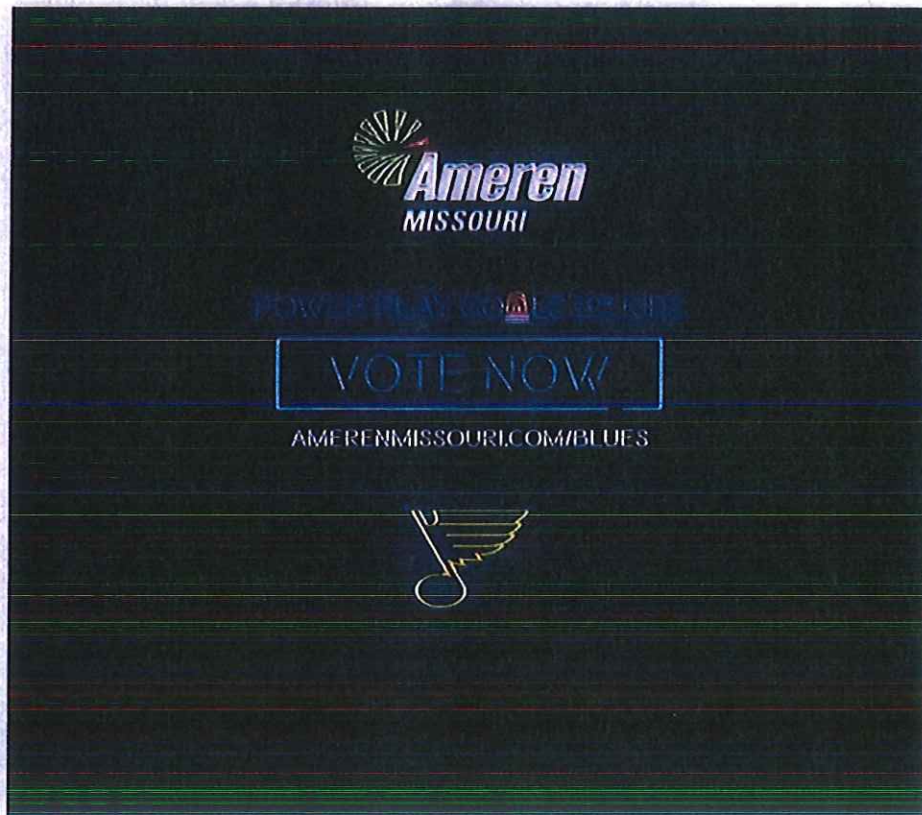


WHEN THE BLUES SCORE,  
KIDS WIN.

POWER PLAY GOALS FOR KIDS

[AMERENMISSOURI.COM/BLUES](http://AMERENMISSOURI.COM/BLUES)













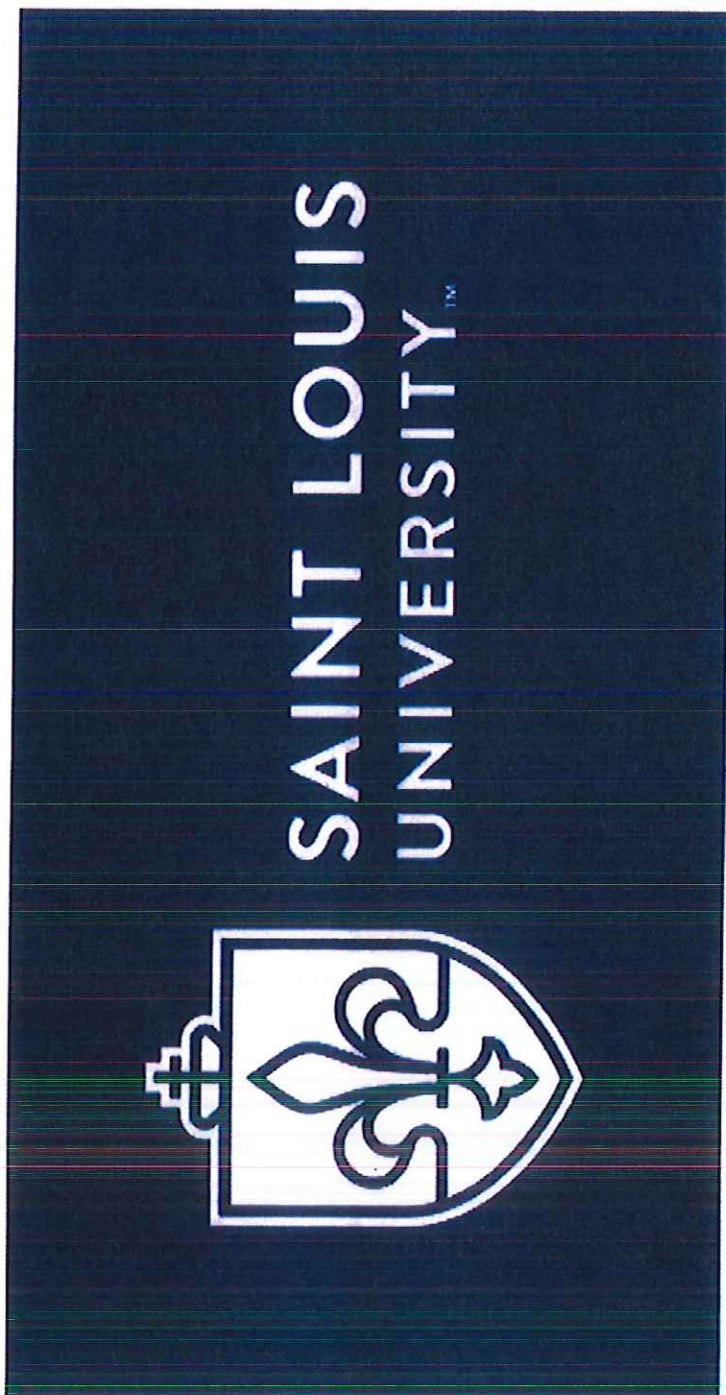
*Congratulations*

## **Warner Baxter**

*Chairman, President and CEO,  
Ameren Corporation*

*"As our region's energy provider, we recognize that we humbly stand at the center of the health and economic well-being of the communities we serve. That's why Ameren actively pursues community partnerships and initiatives to enhance and promote the growth and development of our region."*









## POWERING THE QUALITY OF LIFE

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

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





**AMEREN LAUNCHES A FRANKIE M. FREEMAN  
TRAILBLAZER SCHOLARSHIP IN LAW FOR GRAD STUDENTS**



**ST. LOUIS AMERICAN**

PO# 723078

ST LOUIS AMERICAN NEWSPAPER  
2315 PINE STREET  
SAINT LOUIS, MO 63103  
314-533-8000

<b>Invoice</b>
Invoice # 78280 Invoice Date: 2/15/18 Terms: Prepay Rep: BS

Bill to: Bill to ID: 14118

ACCOUNTS PAYABLE AMEREN MISSOURI 1901 CHOUTEAU AVENUE MC 820 SAINT LOUIS, MO 63103
---

Sold to: Account ID: 14118

KATHERINE PAIGE AMEREN MISSOURI 1901 CHOUTEAU AVENUE MC 820 SAINT LOUIS, MO 63103
--

Issue	Ad Copy	Price	Applied	Due
87.57 2/15/18	2018 BLACK HISTORY CELEBRATION SPONSOR PACKAGE	\$2,400.00	\$0.00	\$2,400.00

Please make check payable to ST LOUIS AMERICAN NEWSPAPER Thank you for advertising with the St. Louis American!	<b>Total Charges</b>	<b>\$2,400.00</b>
	<b>Discount</b>	<b>\$0.00</b>
	<b>Payments Applied</b>	<b>\$0.00</b>
	<b>Total Balance Due on Receipt</b>	<b>\$2,400.00</b>

Please return this portion with your payment

**Advertising Invoice**

Invoice Date: 2/15/2018  
 Invoice # 78280  
 Account # 14118

Amount Enclosed \_\_\_\_\_

Remit Payment to:  
 ST LOUIS AMERICAN NEWSPAPER  
 2315 PINE STREET  
 SAINT LOUIS, MO 63103

Advertising  
 Total Balance Due on Receipt





**DIVERSITY**  
**TOP**  
**5**  
**2017**  
**UTILITIES**

## POWERING THE QUALITY OF LIFE

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

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



<sup>124</sup>  
**ST. LOUIS AMERICAN**

PO# 723078

ST LOUIS AMERICAN NEWSPAPER  
 2315 PINE STREET  
 SAINT LOUIS, MO 63103  
 314-533-8000

<b>Invoice</b>
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Please return this portion with your payment		<b>Advertising Invoice</b>
Invoice Date: 2/15/2018 Invoice # 78280 Account # 14118	Amount Enclosed _____	
Remit Payment to: ST LOUIS AMERICAN NEWSPAPER 2315 PINE STREET SAINT LOUIS, MO 63103	Advertising <b>Total Balance Due on Receipt</b>	





**DiversityInc**  
**TOP 5**  
**2017**  
**UTILITIES**

## POWERING THE QUALITY OF LIFE

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

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









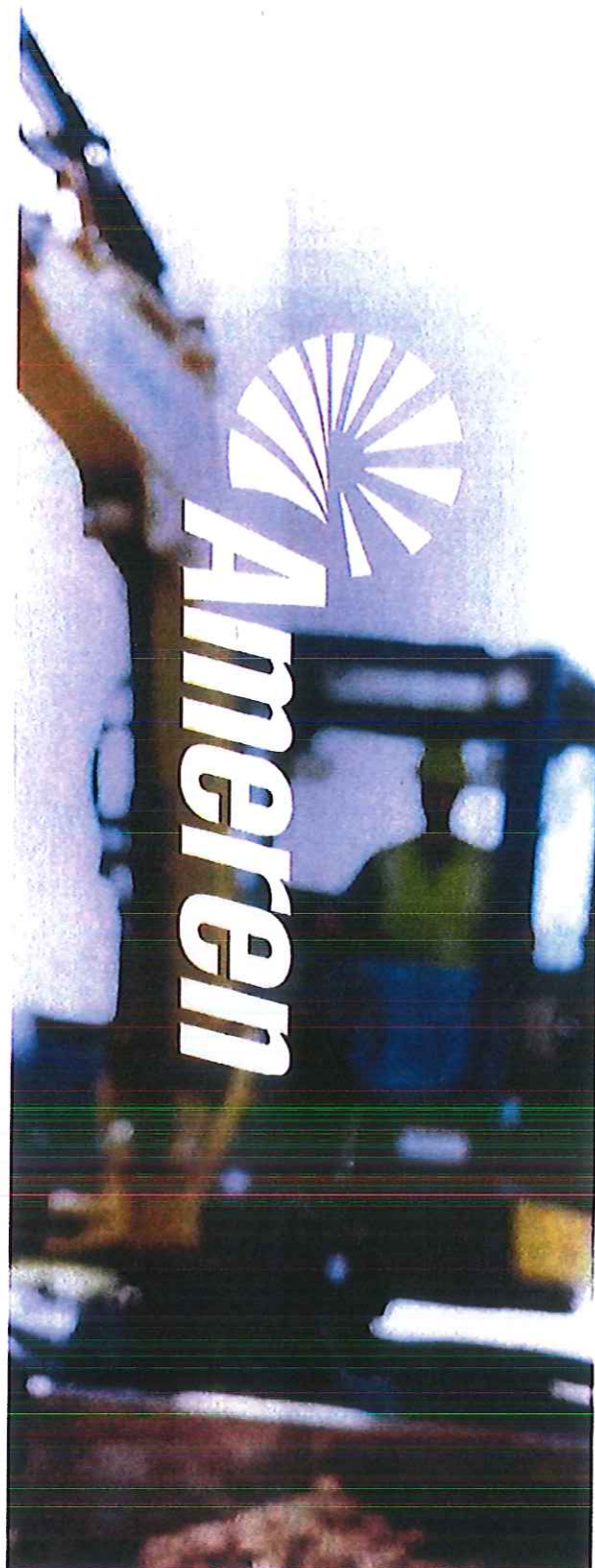
**NO SOURCE OF  
ENERGY IS MORE  
POWERFUL THAN  
PEOPLE WORKING  
TOGETHER.**

At Ameren, giving back to the communities we serve powers progress, energizes our employees and creates a better place for all of us to live, work, play, learn and thrive. Join us in our mission to make a difference. After all, we're in this together.

[Ameren.com/Community](http://Ameren.com/Community)



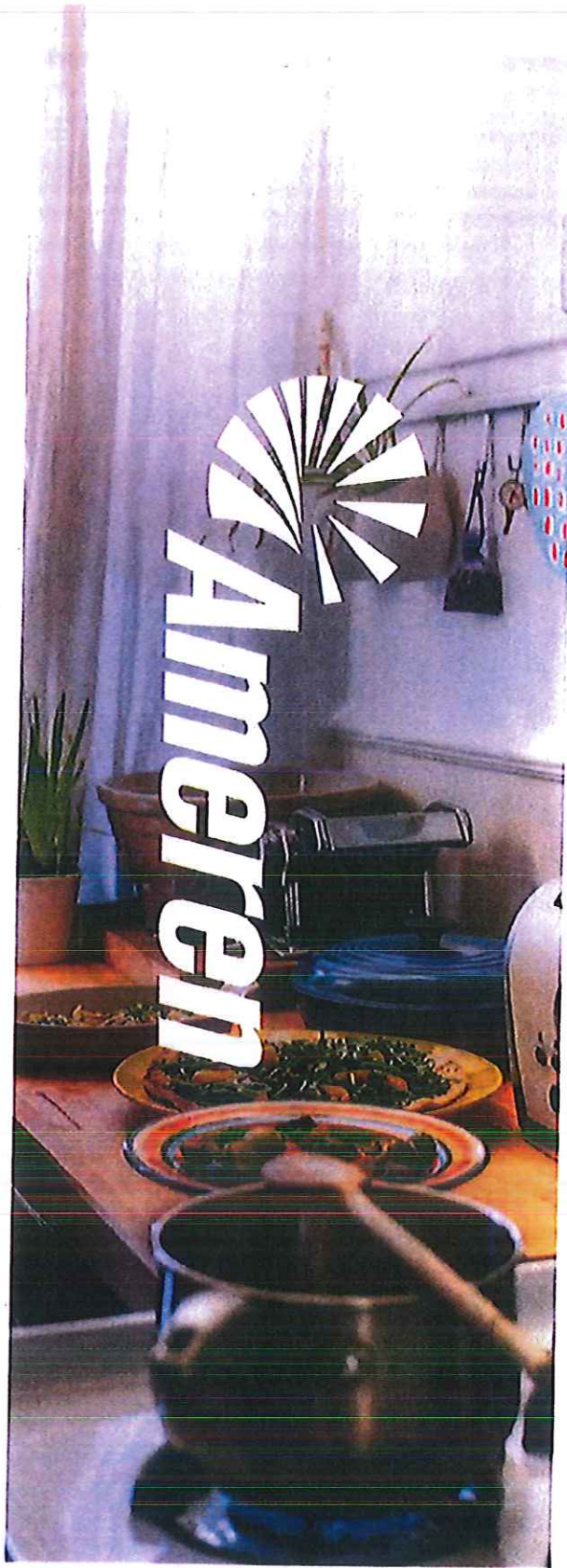
**ENERGY AT WORK**















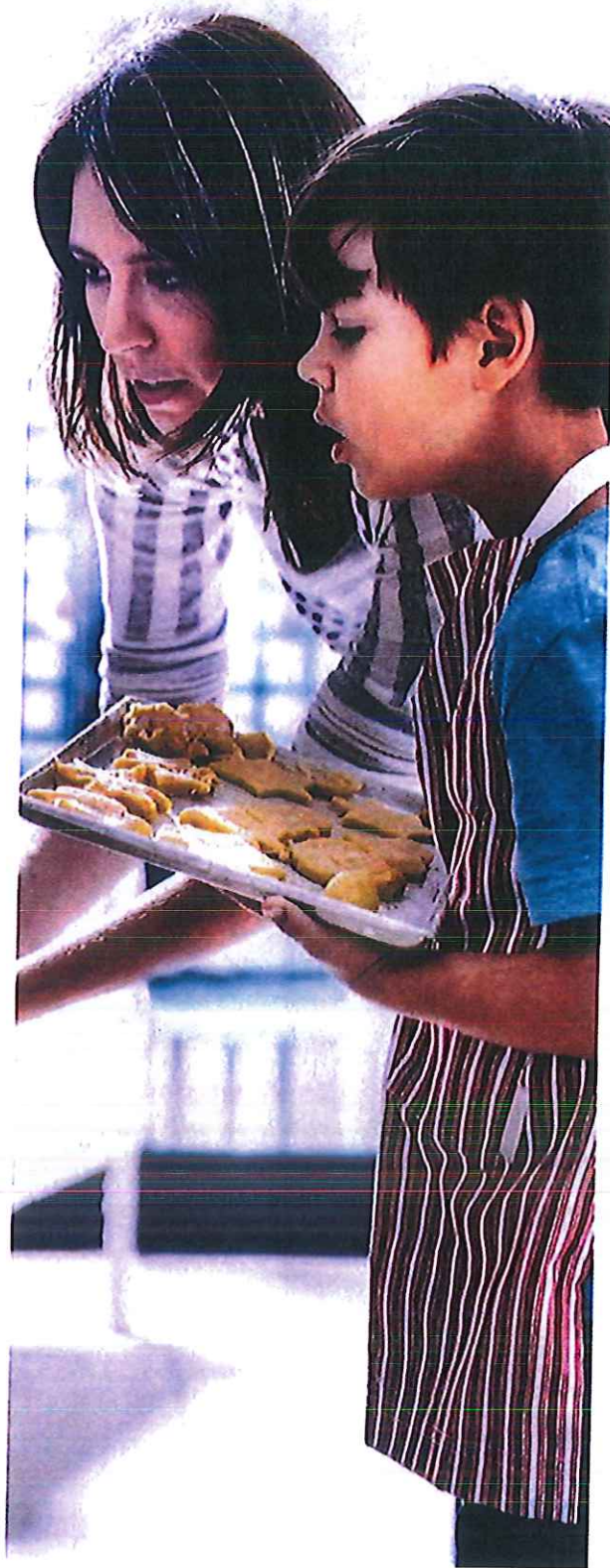






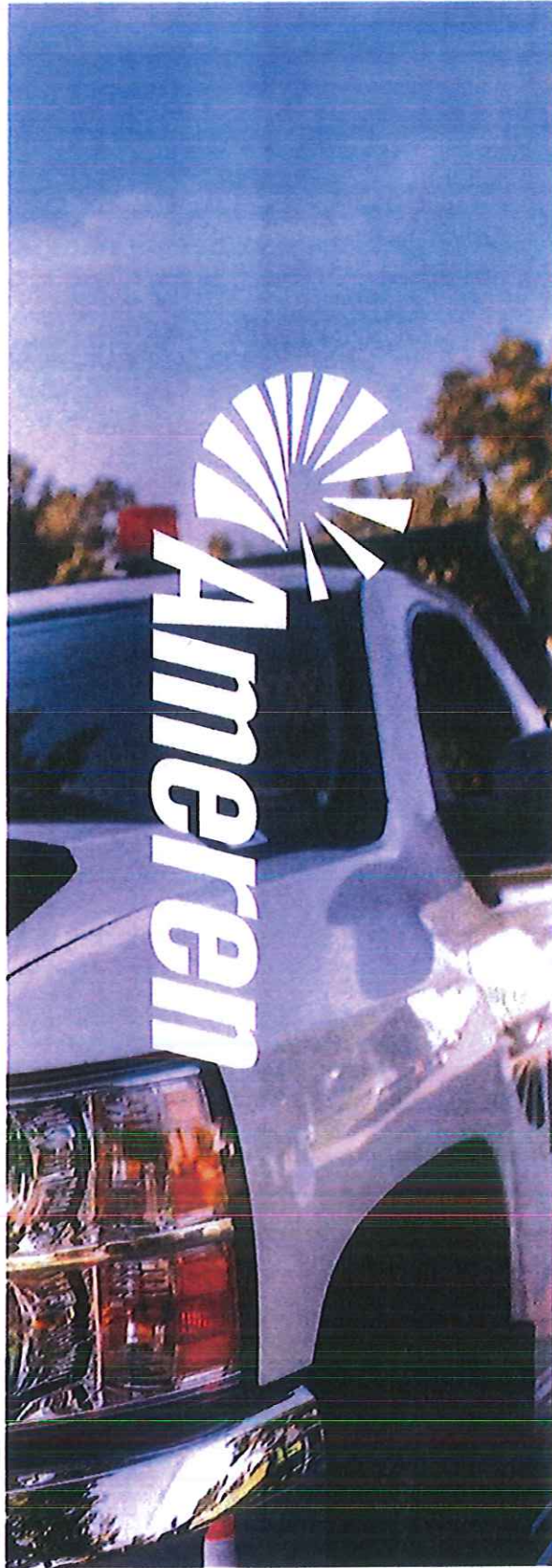


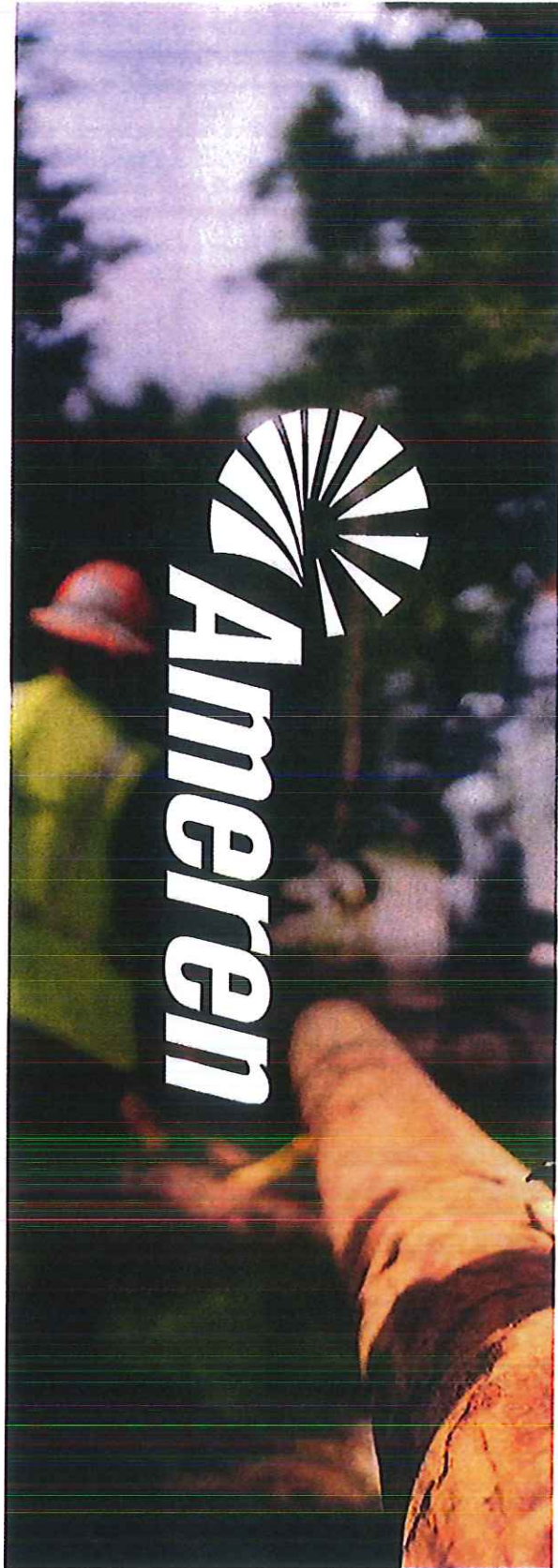






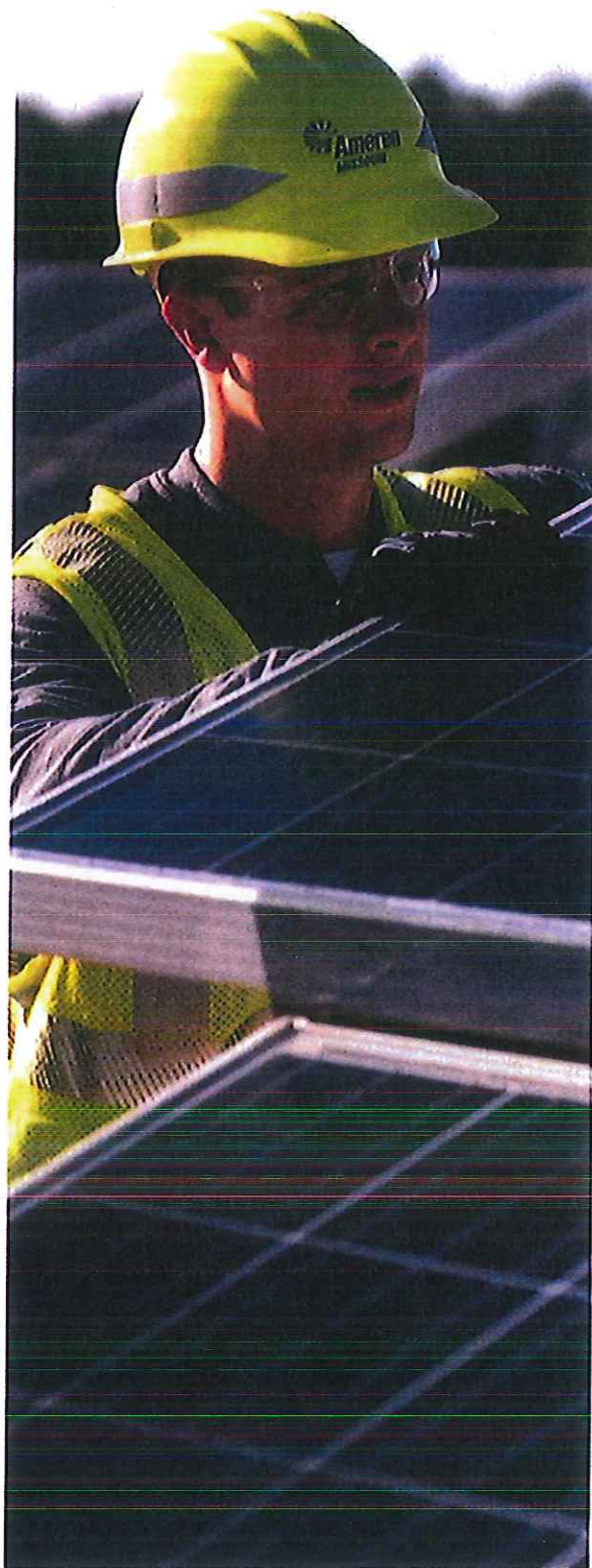








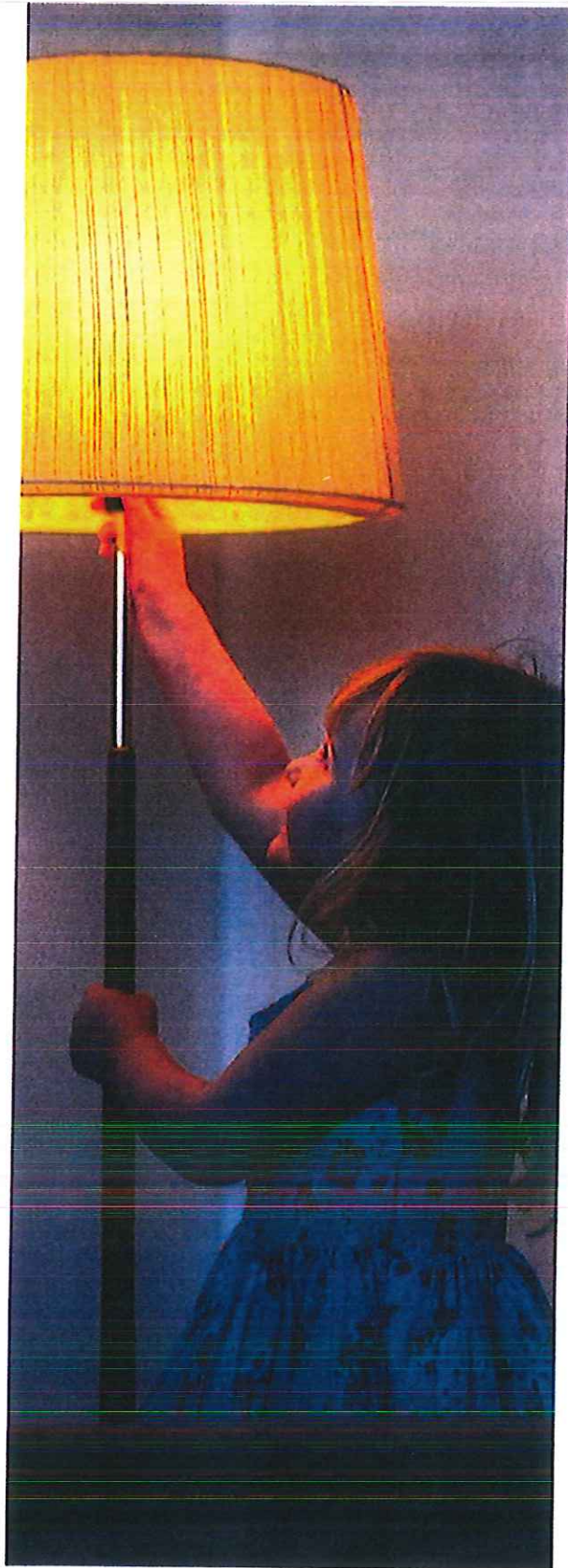


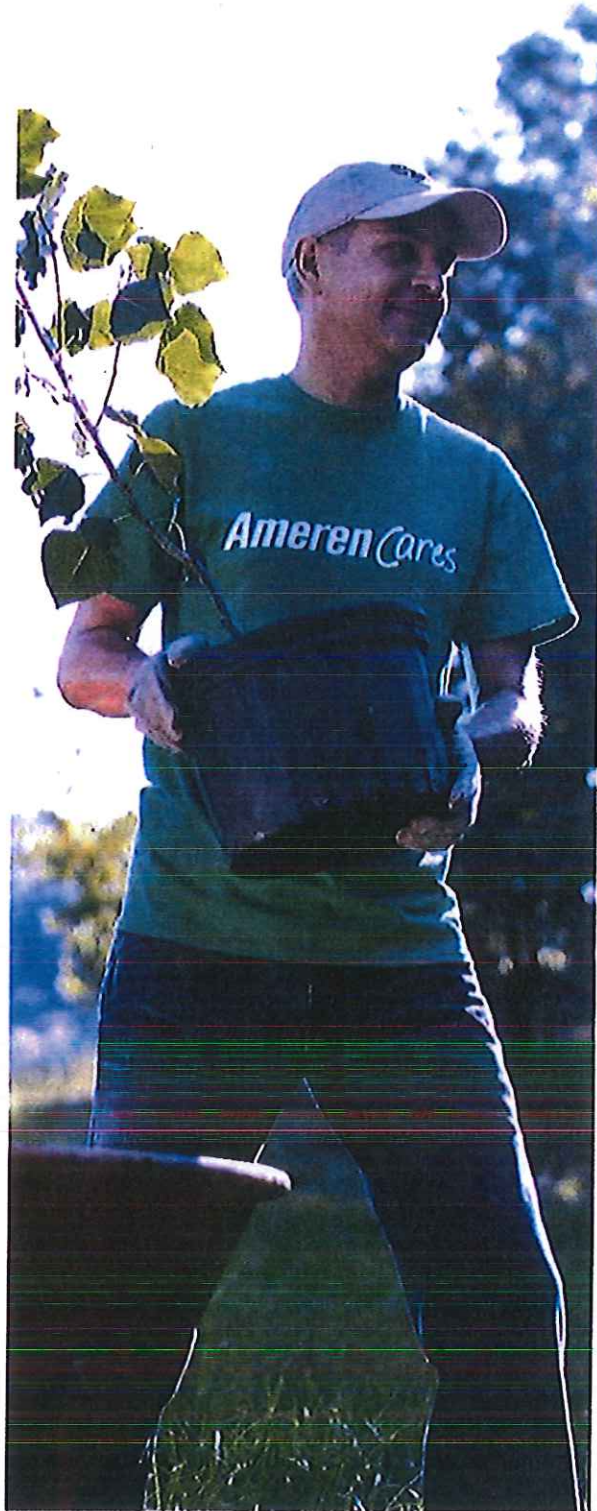




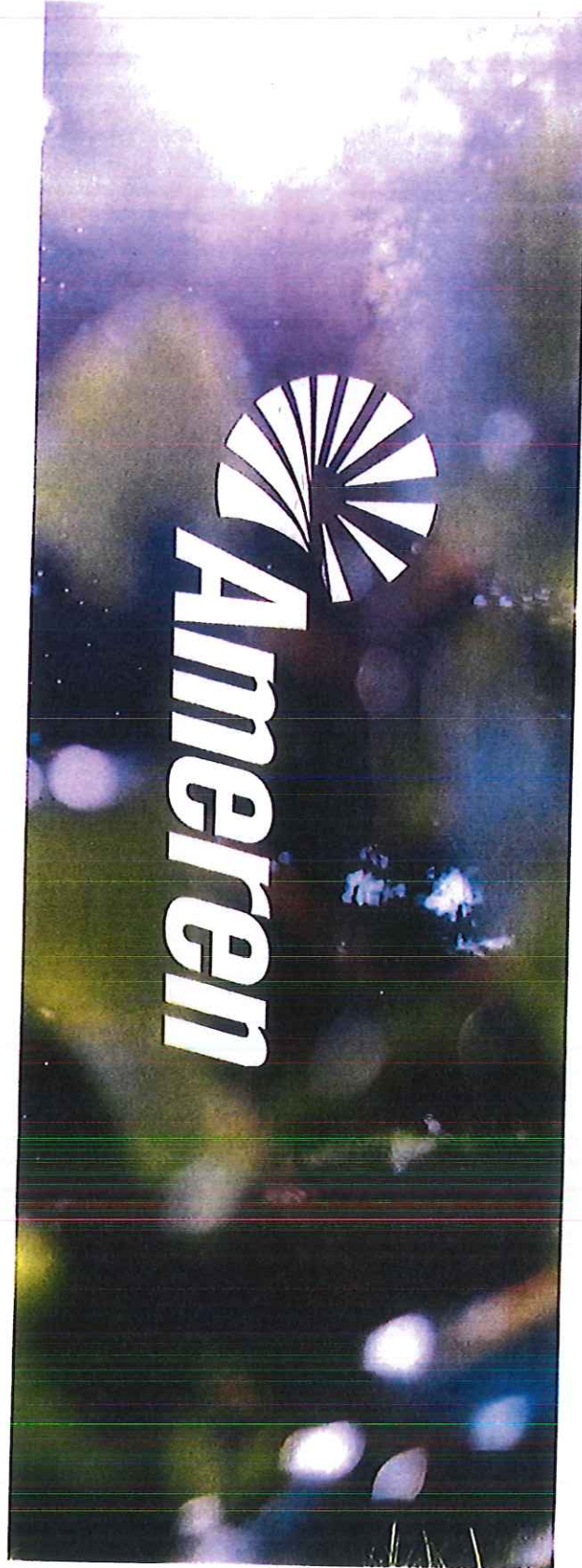


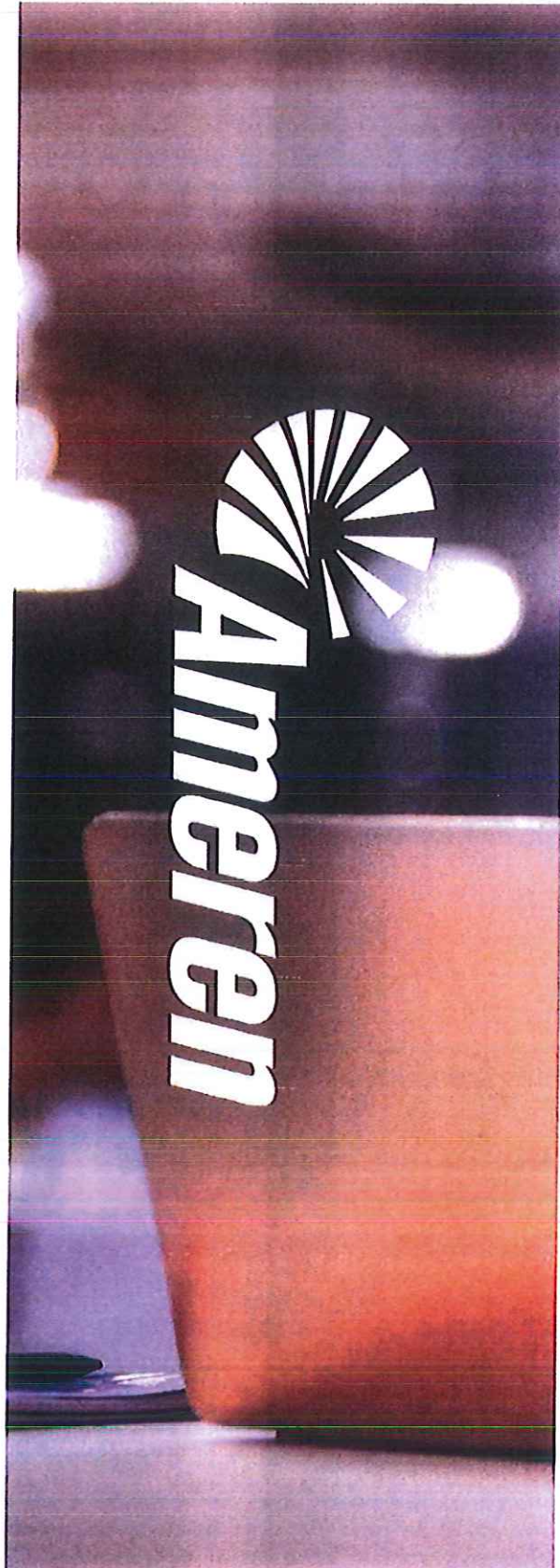


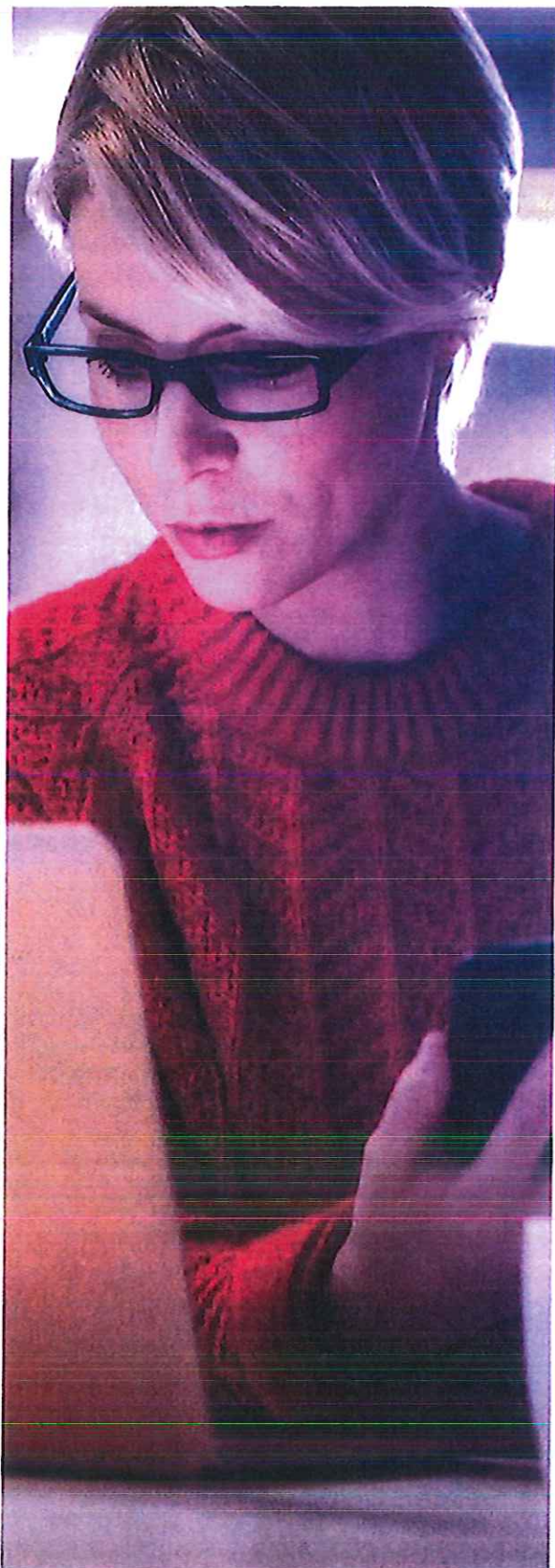








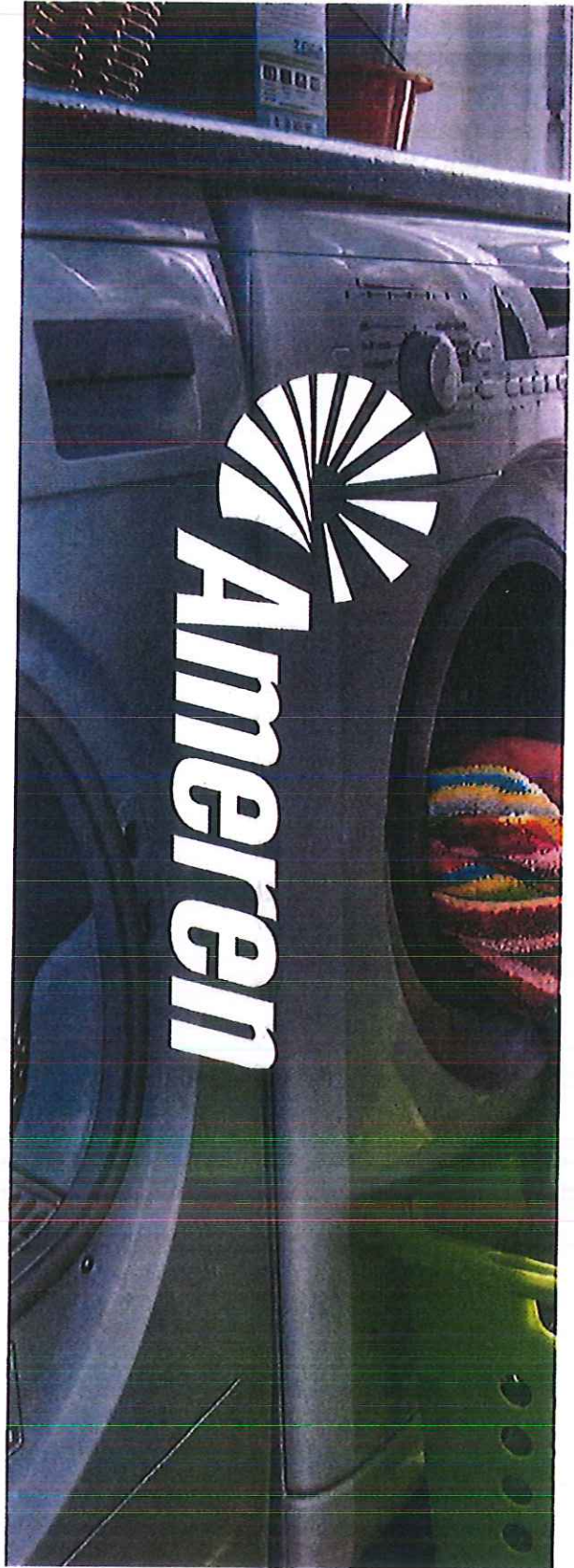




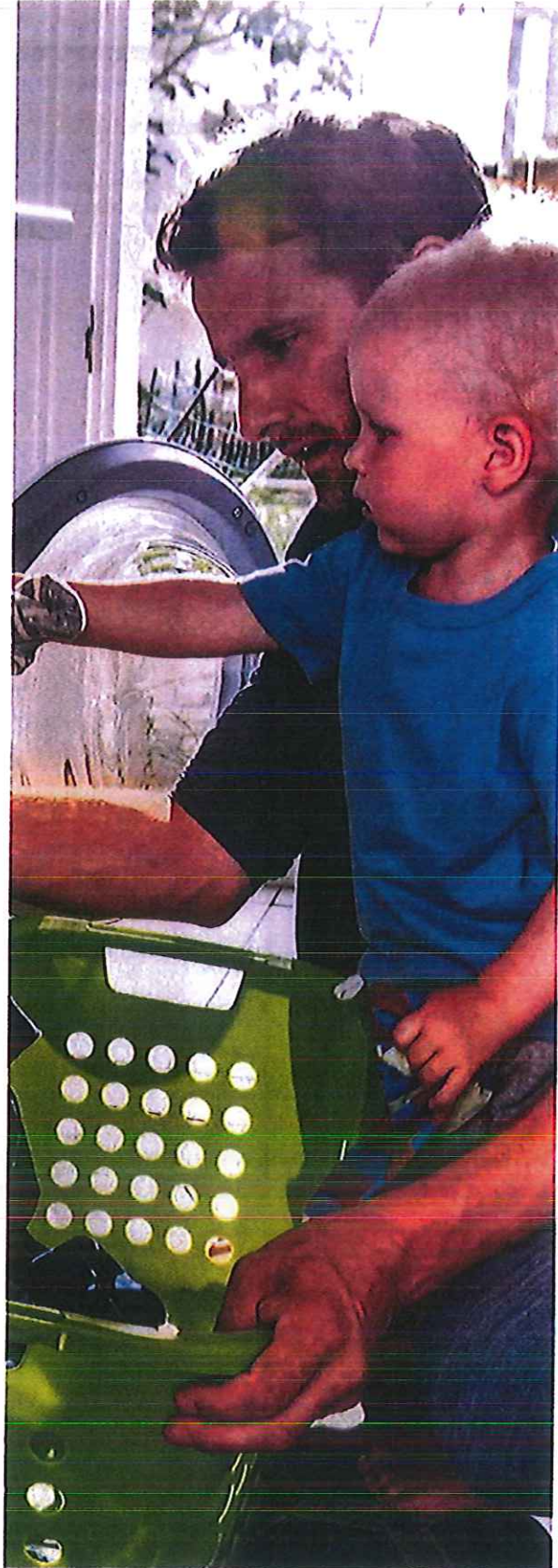


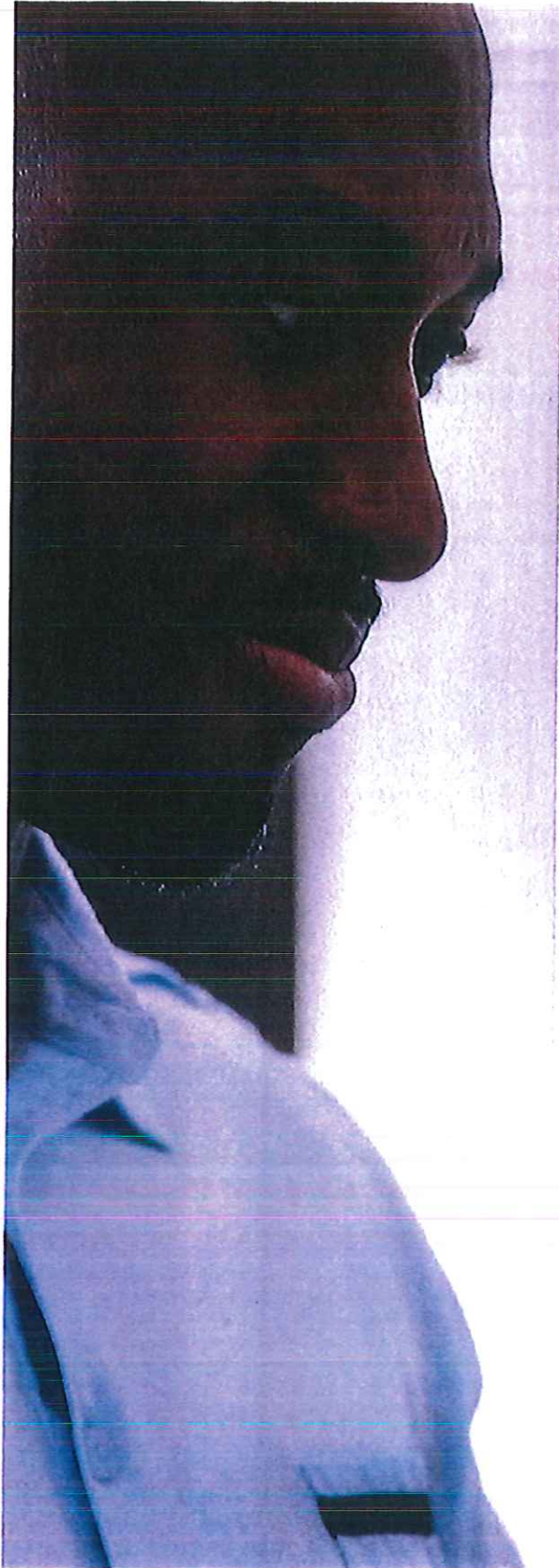


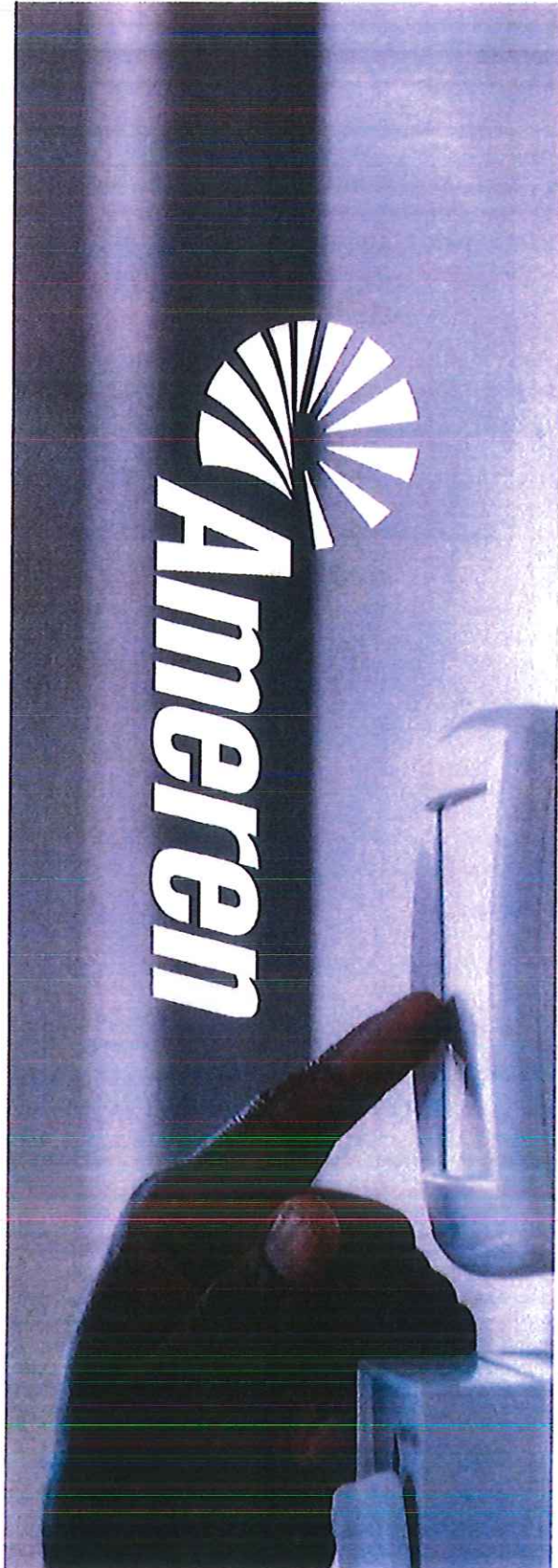






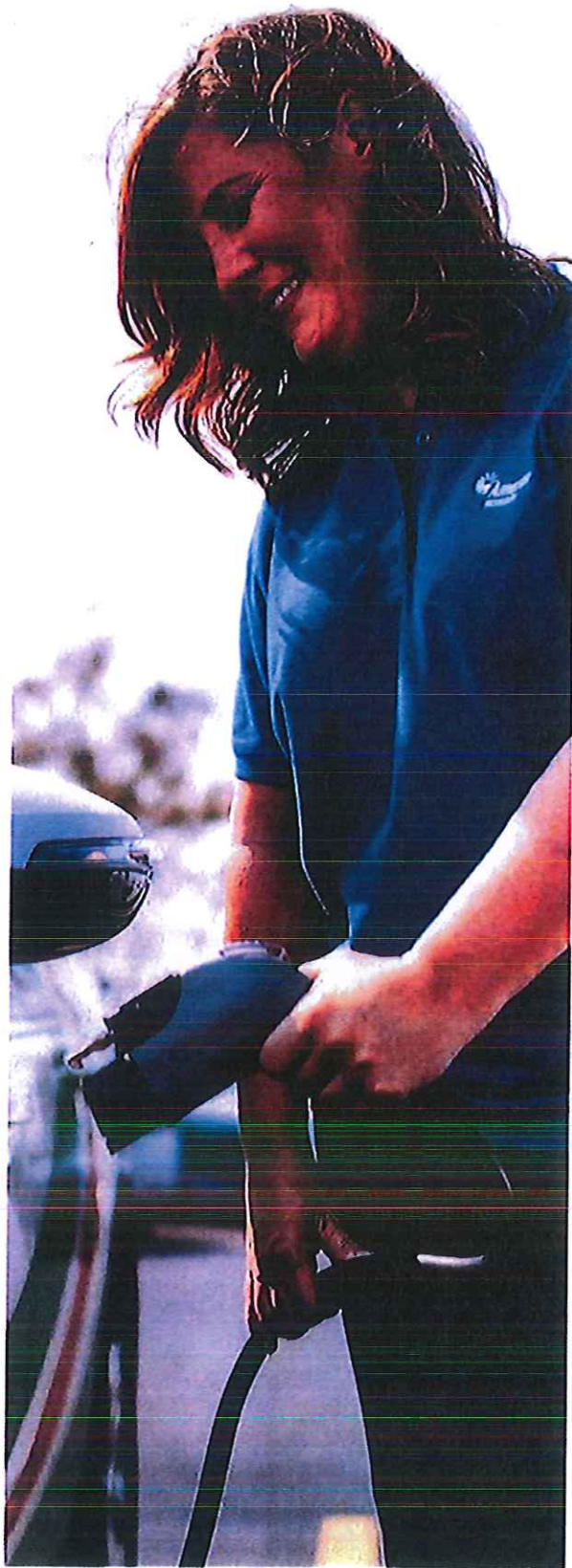


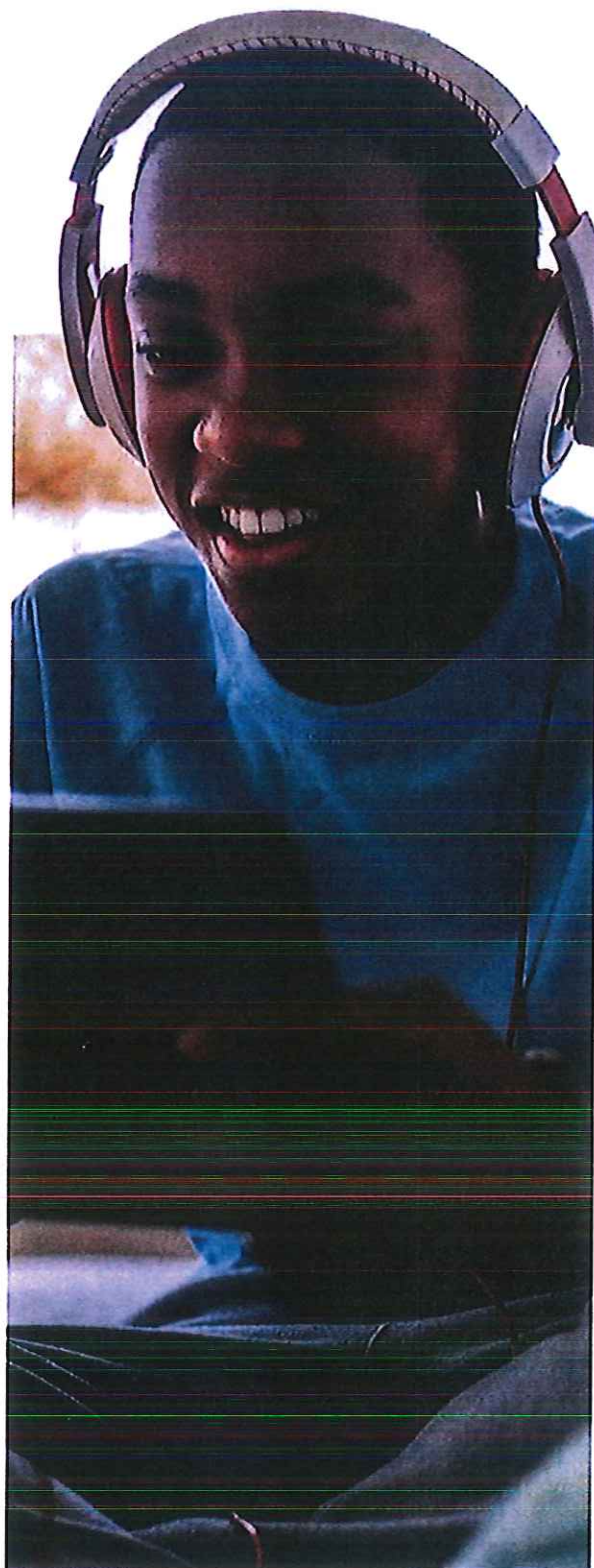




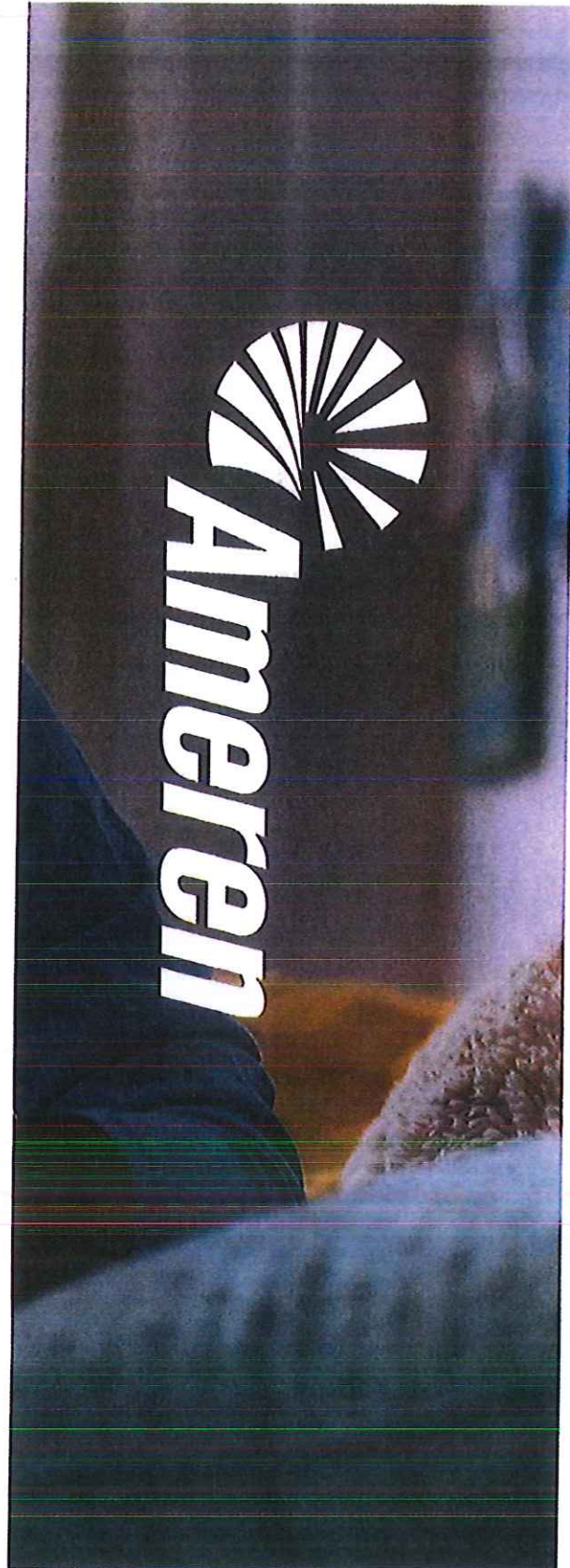


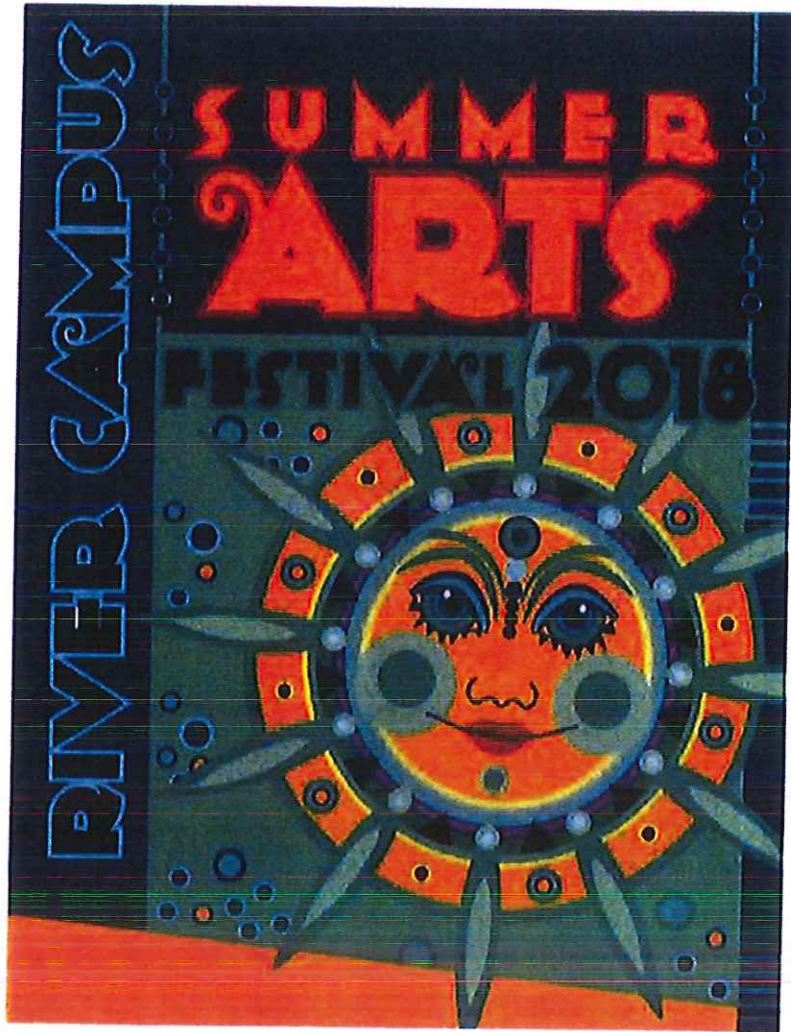


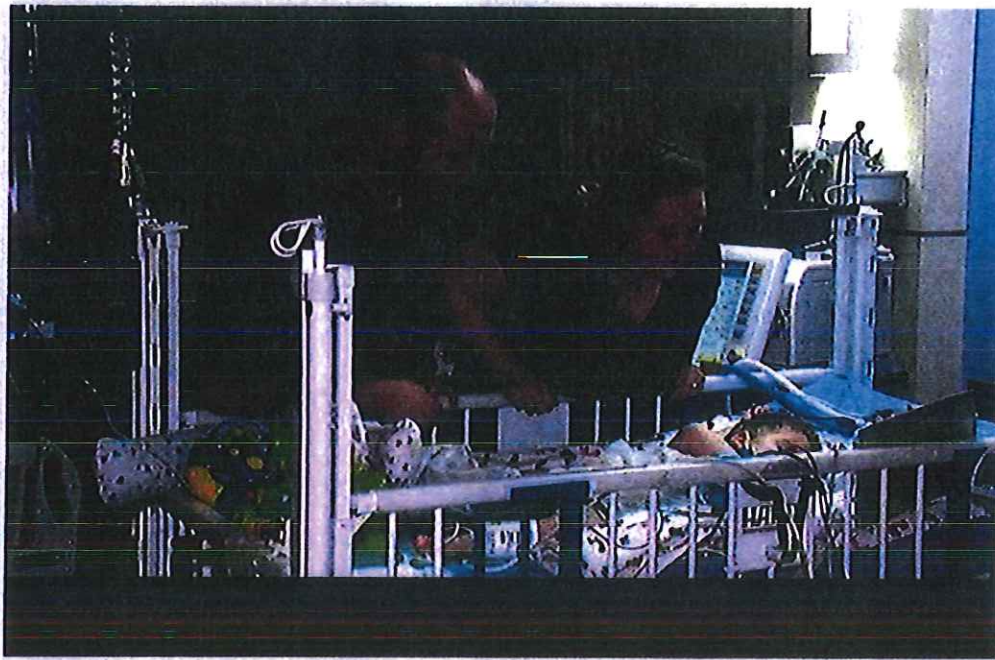
















ORDER #  
tip 448735

PO#

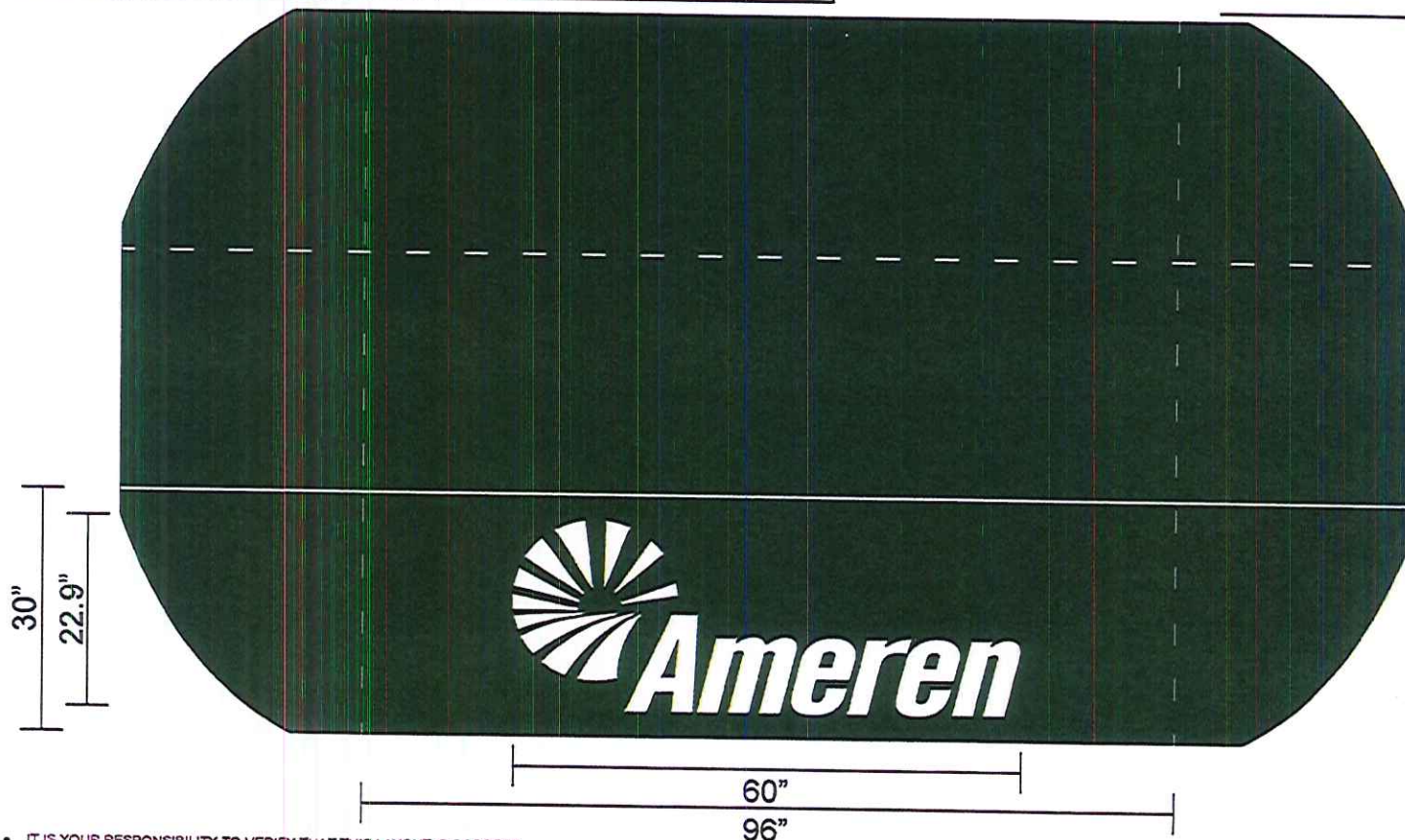
NAME  
Ameren

SALES REP  
RF-DF

CHECK BEFORE PRODUCTION  
Kelly Green Wyndham TC  
152 in. X 86 in. 8' X 30" X 30"  
TIP (DYE-SUB)-FRONT PANEL  
1 ea. LOGO A

RELEASED TO PRINT:

SHIP DATE:



- IT IS YOUR RESPONSIBILITY TO VERIFY THAT THIS LAYOUT IS CORRECT
- ORDER WILL NOT BE PLACED INTO PRODUCTION UNTIL PROOF APPROVAL IS RECEIVED
- COLORS ON COMPUTER SCREEN MAY NOT MATCH 100%
- TIP IS A CMYK PRINT PROCESS, PANTONE AND RGB COLORS ARE NOT AN EXACT MATCH
- CMYK COLORS DIFFER FROM PRINTER TO PRINTER; A SAMPLE COLOR IS REQUIRED FOR MATCHING
- FRONT PANELS ARE NOT AN EXACT MATCH, LIGHTING CONDITIONS WILL AFFECT COLOR

Special Note:

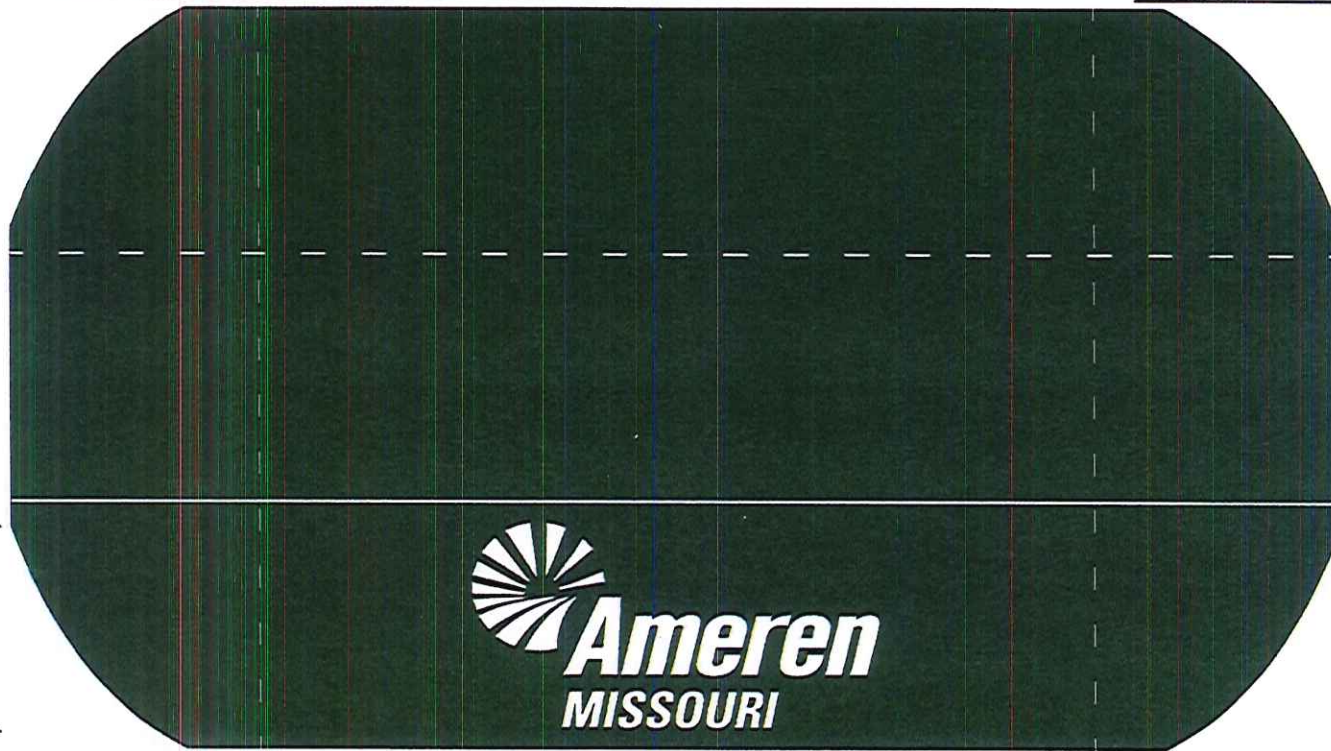
Internal Note: 153"x29"

ORDER # tip 448735	PO#
NAME Ameren	SALES REP RF-DF

**CHECK BEFORE PRODUCTION**  
 Kelly Green Wyndham TC  
 152 in. X 86 in. 8" X 30" X 30"  
 TIP (DYE-SUB)-FRONT PANEL  
 1 ea. LOGO B

RELEASED TO PRINT:

SHIP DATE:



30"  
24"

46.8"  
96"

- IT IS YOUR RESPONSIBILITY TO VERIFY THAT THIS LAYOUT IS CORRECT
- ORDER WILL NOT BE PLACED INTO PRODUCTION UNTIL PROOF APPROVAL IS RECEIVED
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Special Note:  
 Internal Note: 153"x29"



ORDER #  
tip 448735

PO#

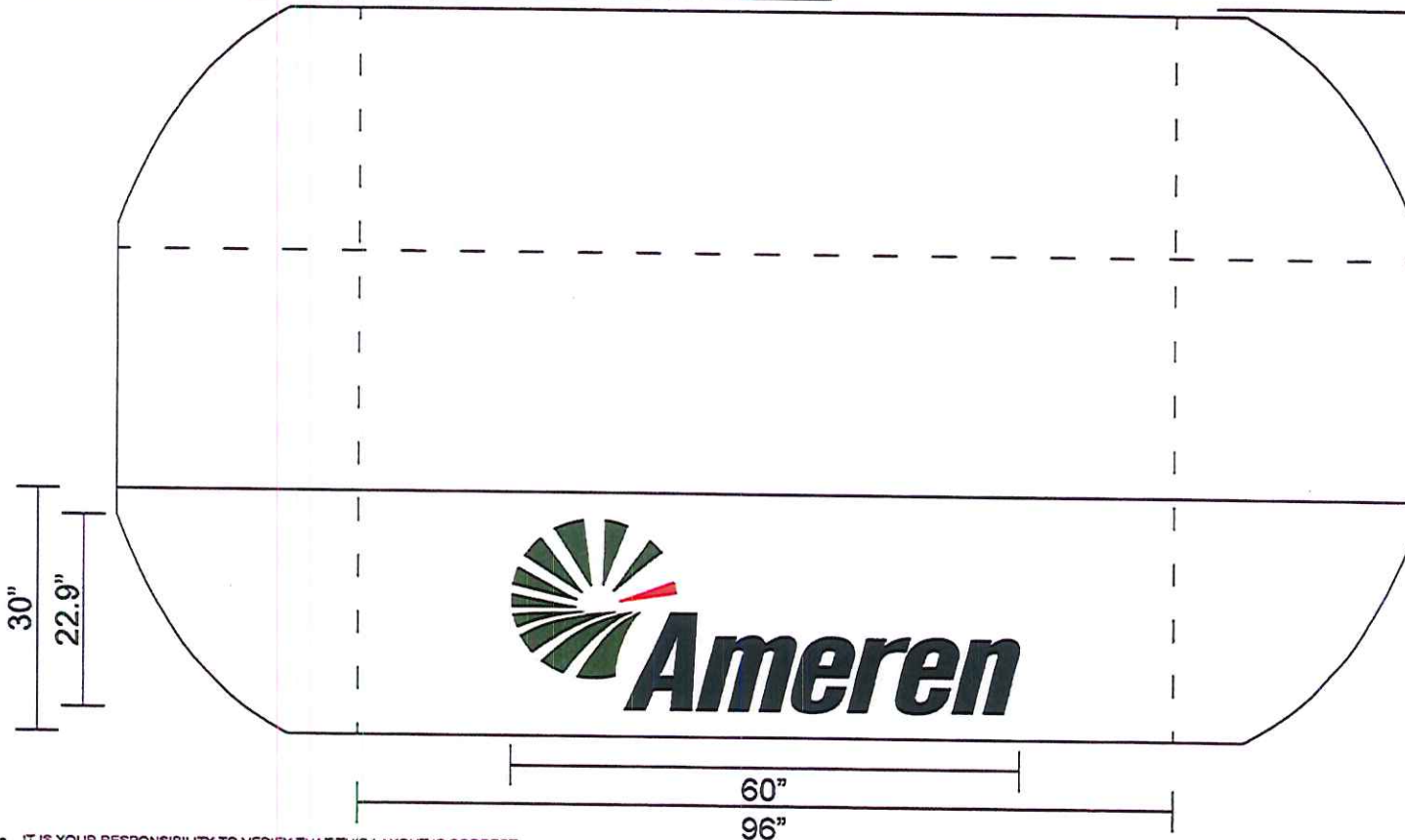
NAME  
Ameren

SALES REP  
RF-DF

CHECK BEFORE PRODUCTION  
White Wyndham TC  
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TIP (DYE-SUB)-FRONT PANEL  
1 ea. LOGO B

RELEASED TO PRINT:

SHIP DATE:



- IT IS YOUR RESPONSIBILITY TO VERIFY THAT THIS LAYOUT IS CORRECT
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Special Note:

Internal Note: 153"x29"

ORDER #  
tip 448735

PO#

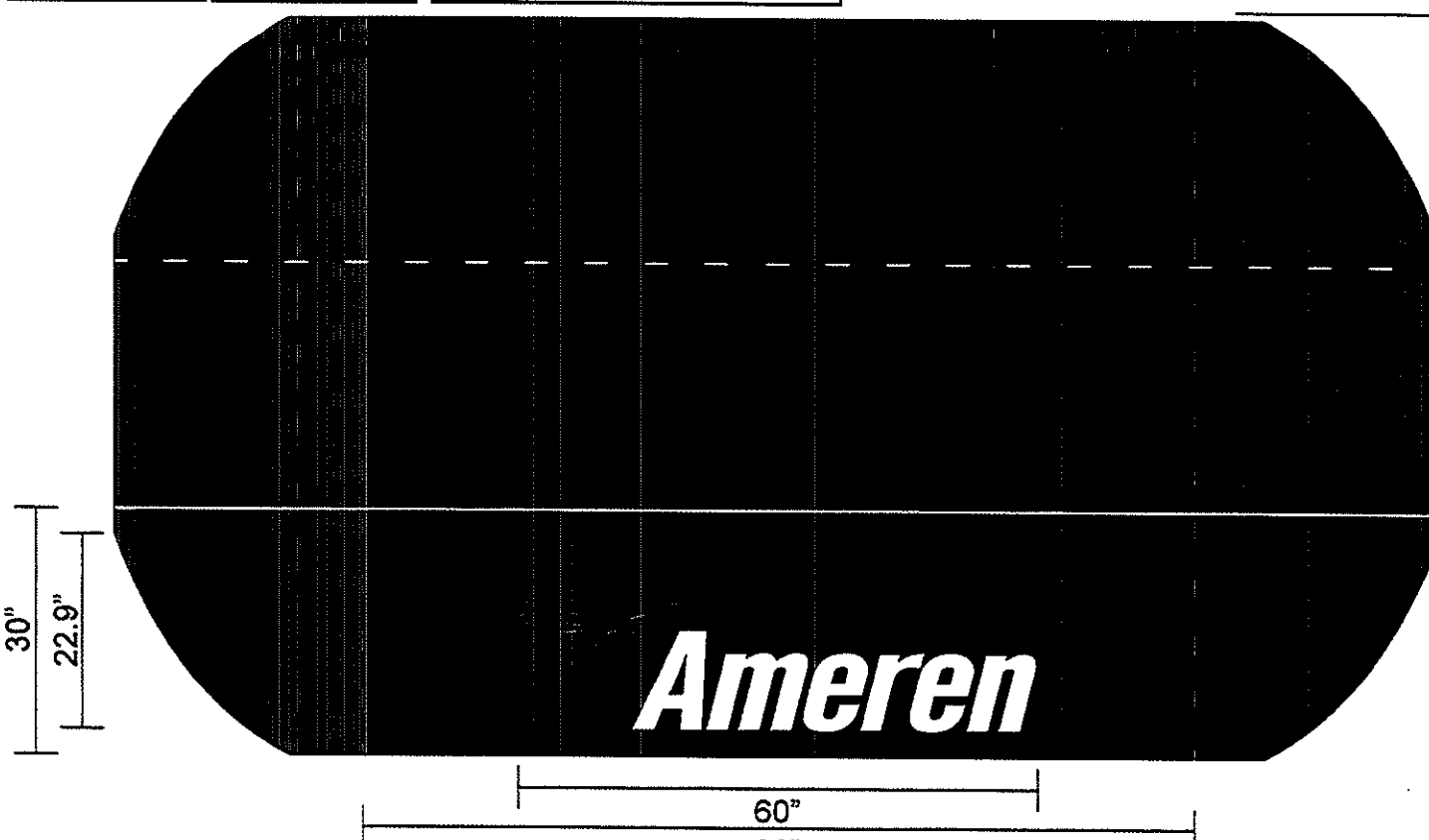
NAME  
Ameren

SALES REP  
RF-DF

CHECK BEFORE PRODUCTION  
Black Wyndham TC  
152 in. X 86 in. 8' X 30" X 30"  
TIP (DYE-SUB)-FRONT PANEL  
1 ea. LOGO C

RELEASED TO PRINT:

SHIP DATE:

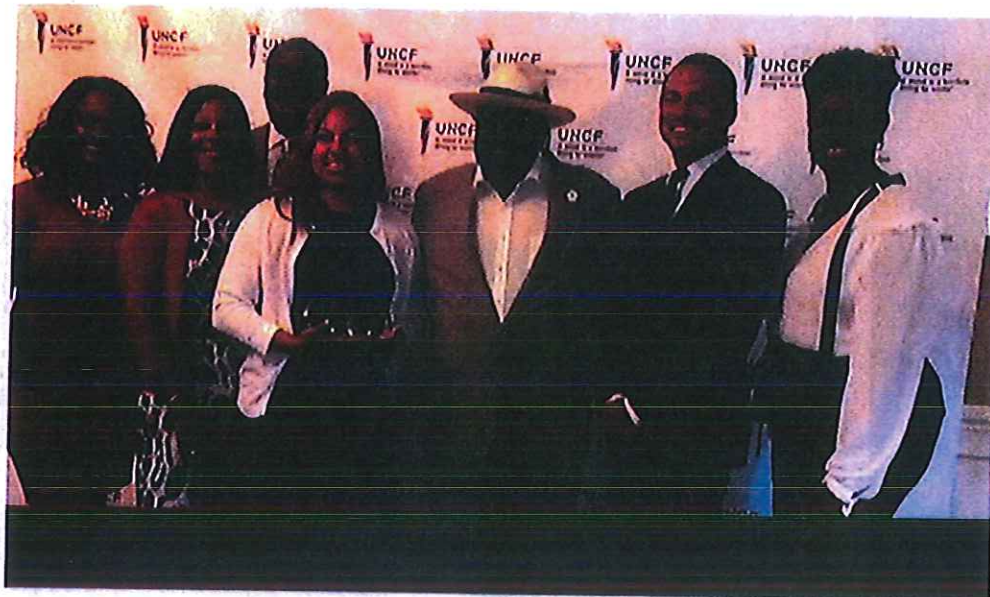


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Special Note:  
Internal Note: 153"x29"









**Ameren Missouri Blues Sponsorship  
Power Play Goals for Kids Pre-Game Scripts**

Phase One – Ramp Up/Introduction  
"Kids Win Again"

:30

OPEN ON ALEX STEEN IN UNIFORM, TALKING TO CAMERA, ON THE ICE.

ALEX: It's one of the most exciting plays in hockey.

CUT TO FOOTAGE OF STEEN SCORING A POWER PLAY GOAL.  
SFX: ANNCR CALLS, "ANOTHER POWER PLAY GOAL BY STEEN"

ALEX: It can change momentum, start a hot streak or even energize an entire arena.

CUT TO MORE SHOTS OF IN ARENA LED GRAPHICS, FANS CHEERING WILDLY, ETC. THEN BACK TO ALEX.

ALEX: And for a third year, Ameren Missouri and The Blues for Kids Foundation are teaming up to make sure every Blues power play goal is a difference-maker *off* the ice, too.

CUT TO MORE GOALS BEING SCORED AND FANS (ESPECIALLY KIDS) CELEBRATING.

ALEX: With the Power Play Goals for Kids Program, Ameren Missouri will donate \$200 every time the Blues score on a power play...to help local kids achieve *their* goals.

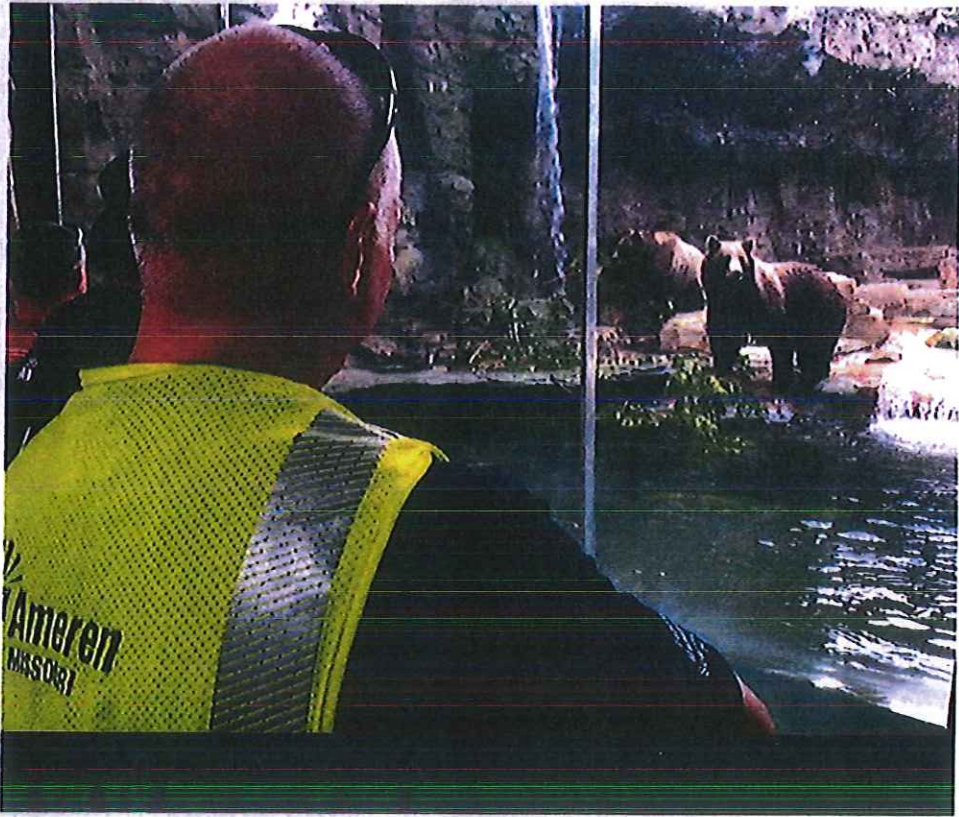
SUPER: [AmerenMissouri.com/Blues](http://AmerenMissouri.com/Blues)


ALEX: Find out more at [AmerenMissouri.com/Blues](http://AmerenMissouri.com/Blues).

LOGO/TAG: When the Blues score, kids win.







	<b>hughes leahy karlovic</b> 1141 S. 7th Street St. Louis, MO 63104	314.571.6300 / 314.558.2693 (fax)

**INVOICE**

Ameren Missouri  
 Missouri  
 ACCOUNTS PAYABLE SECTION  
 P O BOX 66892  
 ST LOUIS, MO 63166-6892

Invoice Number : 067607  
 Date : 4/18/2018      Due : 5/18/2018  
 Page : 1 of 1  
 Client PO: 798446

**Current**

Job:            019162 - 2018 Reliability Creative Assets

**Description:**

**DESCRIPTION:**

HLK will develop two (2) :30 Energy at Work terrestrial radio scripts, 2-3 Out of Home creative elements and supporting digital assets that focus on Reliability. Creating new messaging focusing on Reliability will increase awareness that Ameren Missouri provides its customers with safe, reliable energy. These elements will be used in late Q2/early Q3 2018.

**DELIVERABLES:**

Two (2) :30 terrestrial radio spots that fall in line with our Q2 mainline campaign

2-3 Out of home options

Supporting digital assets

**ASSUMPTIONS:**

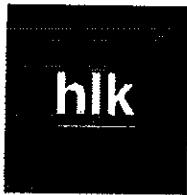
Estimate assumes two rounds of revisions on scripts, OOH and digital assets. Any additional rounds will be billed, at cost.

Estimate assumes one script will be approved for recording.

Total for Job:	26,670.00
----------------	-----------

Total	\$26,670.00
-------	-------------





Client: Ameren MO  
 Job #: 19162  
 Description: Radio Scripts v3  
 Date: 4/11/18

**RADIO**

## A COMMUNITY OF RELIABILITY

Ameren Missouri's reliable energy has a source: their hardworking and reliable team members. This concept celebrates the people behind the power and helps localize the Ameren message to communities across the St. Louis region.

*NOTE: Would replace names in each script with the names of actual Ameren MO employaes/employees from that community.*

### *Reliability Has a Name :30*

**MUSIC:** *Ameren music up and under.*

**AVO:** When it comes to supplying reliable energy across St. Louis, there's a name you can depend on. In Webster Groves, it's Keith. Linda in St. Charles. There's Karen in Chesterfield Valley. Susan down in Fenton. And Tim up in Florissant.

It's these names, and thousands more throughout the communities they serve, that have helped Ameren Missouri make its own name — by being among the top twenty-five percent in the nation for reliability.

Dependable people generating energy their community can count on. That's *Energy at Work*. Learn more at Ameren Missouri dot com slash reliability.

### *The Source :30*

**MUSIC:** *Ameren music up and under.*

**AVO:** Your energy has a source: the people at Ameren Missouri. People you know you can count on. People like your friends. Neighbors. Even family. Because the people behind Ameren Missouri are a part of the very communities we provide reliable energy to.

Whether it's Tom in Kirkwood, Sharon in Florissant, Keith in Chesterfield or any of our thousands of other team members serving their communities in between.

Each as invested as we are to ensuring that the energy you need is *always reliable*. That's *Energy at Work*. Learn more at Ameren Missouri dot com slash reliability.

## GENERATING RELIABILITY

With Ameren Missouri leading the way, reliable energy isn't something you have to worry about. Because they're doing everything they can to meet the energy needs of every community they serve.

### *Somewhere a Switch :30*

**MUSIC:** *Ameren music up and under.*

**AVO:** Somewhere across Missouri, a switch is flipped. And a pot of coffee brews. A favorite show binged. A dinner served. A cell phone charges. A nightlight safeguards.

Whatever your energy needs, know that when a switch is flipped the people at Ameren Missouri are behind it. Generating reliable energy for the communities we serve, and supplying you with peace of mind.

Because somewhere in Missouri a switch is flipped, and the energy you depend on is there. That's *Energy at Work*. Learn more at Ameren Missouri dot com slash reliability.

### *Efficient Lives :30*

**MUSIC:** *Ameren music up and under.*

**AVO:** From the early morning alarms to the late-night emails. Whether it's to charge your phone or run one on your credit card. The people at Ameren Missouri know that efficient lives run on reliable energy.

And today, that energy is more essential to us than ever before. It lights our way. Grows our communities. Keeps us connected. And it's why we're always working to generate the reliable energy you need to keep life moving.

Ensuring energy is always there, for lives that are always on. That's *Energy at Work*. Learn more at Ameren Missouri dot com slash reliability.

**APPENDIX 4**

**Pages 289 through 326**

**HAS BEEN DEEMED**

**CONFIDENTIAL**

**IN ITS ENTIRETY**