

MISSOURI PUBLIC SERVICE COMMISSION

STAFF REPORT

COST OF SERVICE

APPENDIX 3

Other Staff Schedules

Staff Exhibit No. 105P
Date 8-15-19 Reporter COF
File No. GR-2019-0077

UNION ELECTRIC COMPANY,
d/b/a AMEREN MISSOURI

CASE NO. GR-2019-0077

Jefferson City, Missouri
April 2019

** Denotes Confidential Information **



SCHEDULE JK-d4

HAS BEEN DEEMED

CONFIDENTIAL

IN ITS ENTIRETY

Union Electric Company, d/b/a Ameren Missouri
Case No. GR-2019-0077

Advertising Index

Source: Response to Staff Data Request No. 0017

Page	Description	File name	Staff Category	Ad Amount
1-4	Ameren Accelerator Signs	1715043 AMCO AmAccel_DirectSigns, Podium Sign and AmAccelPodiumSigns	Charge to ADC	\$ 12
5	Ameren Cares T-Shirts	AmerenCares	Institutional	\$ 589
6-7	ARCUS AD	ARCUS Ad	Institutional	\$ 314
8	Celebrating Ameren Leadteam Shirt Sample	S663_L665_Twills_CelebratingAmeren	Institutional	\$ 2
9	Celebrating Ameren Pop Up and Orient 804	1715236 33.5.78.75 BrdMgt_CC banner	Institutional	\$ 13
10-15	Celebrating Ameren Sidewalk A Frame	Celebrating Ameren Aframe 28 x 36 Signage, 36 x 24 DriveLane,	Institutional	\$ 53
16	Celebrating Ameren Signs	Celebrating Ameren 18 x 24	Institutional	\$ 41
17-18	Celebrating Ameren Volunteer Shirts	PC61_LimeTees_CelebratingAmeren	Institutional	\$ 68
19	Diveristy Ad	STLAmerican Diversity AD 1715250 EAeventsPoster,	Institutional	\$ 119
20	Energy Assistance Posters	1715250 EApartnersPoster	Institutional	\$ 5
21	Giving Guide	GivingGuideAd	Institutional	\$ 224
22-23	Hats and Scarfs for Thanksgiving Day Parade	EM488_FleeceSet	Institutional	\$ 170
24-25	Ink Magazine Ad	Ink Magazine Ad	Institutional	\$ 603
26	MHeger Technology Executives of the Year Ad	10.25x6.5 Heger Ad_final	Institutional	\$ 316
27	PNC to Ameren Big Check	PNC to Ameren_big check	Institutional	\$ 6
28	Power Play Goals For Kids Poster	AMO_180200078_PowerPlayKids_Graphic	Institutional	\$ 4
29	Presentation Checks	60x24_Blank Check	Institutional	\$ 12
30	Roundtable Web Advertising	RoundtableAd	Institutional	\$ 40
31-32	Table of Experts Advertorial	RoundtableAd	Institutional	\$ 156
33-34	Sliding Buckle Caps	E47MT2_i7019_Caps_Ameren	Institutional	\$ 8
35	Small Business Monthly Ad	SBM Ad	Institutional	\$ 36
36-49	Street Pole Banners Pole Rental	AMR_MO_StreetPoleBanner	Institutional	\$ 135
50	Thanksgiving Day Parade Giveaways	SG-631_CowBell_Ameren	Institutional	\$ 193
51	United Airline Ad	United Airlines Ad	Institutional	\$ 87
52	United Way Dollar More Presentation Check	48x22 UW_DollarMore check	Institutional	\$ 8
Disallowed Advertisements with no Pictures				
	Call 911 Sponsorship	Not available	Institutional	\$ 4,725
	Royal blue Polos	Not available	Institutional	\$ 7
	Legislative Night at the Ballgame Shirts	Not available	Political	\$ 10
	Louie the Lightning Bug Balloon	Should not have been charged to Gas	Remove	\$ 354
	Holiday Sponsorship	Not available	Institutional	\$ 485
	Go Blues Banner	Not available	Institutional	\$ 70
	Golf Cap	Not available	Institutional	\$ 3
Total				\$ 8,868

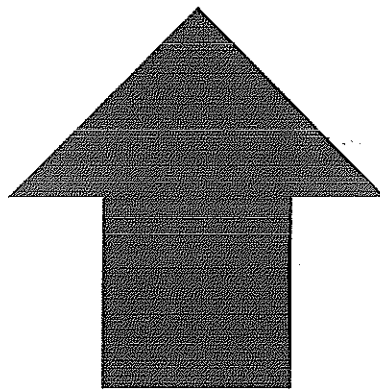


Accelerator

POWERED BY
UNIVERSITY OF MISSOURI SYSTEM

UMSL ACCELERATE

CAPITAL INNOVATORS



2nd Floor

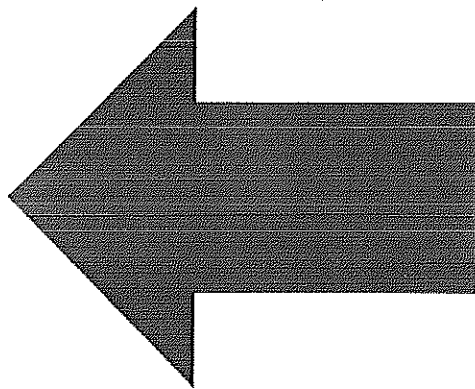


Accelerator

POWERED BY
UNIVERSITY OF MISSOURI SYSTEM

UMSL ACCELERATE

CAPITAL INNOVATORS





Ameren

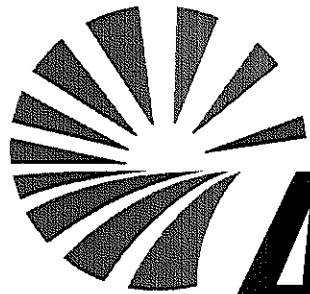
Accelerator

POWERED BY

UNIVERSITY OF MISSOURI SYSTEM

UMSL ACCELERATE

CAPITAL INNOVATORS



Ameren Accelerator

POWERED BY

UNIVERSITY OF MISSOURI SYSTEM

UMSL ACCELERATE & CAPITAL INNOVATORS

2000, Gildan Ultra Cotton T-Shirt- Irish Green

Imprint in White on Full Front at 11" Wide, Full Back at 11" Wide, and Right Sleeve at 3.5" Wide



Right Sleeve Artwork

*Using an XL for reference, start top of "A"
4.5" down from seam of neckline.
Position other shirts accordingly.*

*Using an XL for reference, start top of circle
5" down from seam of neckline.
Position other shirts accordingly.*



*Full Front artwork must
be 11" wide.*



*Upper Back artwork
must be 11" wide.*

Rec'd 7/26/17

St Louis Business Journal Corp
815 Olive St., Suite 100
Old Post Office
St. Louis, MO 63101



INVOICE

+1 (314) 421-8329

tyoung@bizjournals.com

Date	Invoice Number
02/17/2017	10005352

Payment Terms	Due Date
Net 30	03/19/2017

PO# 702657

Bill To: Ameren Corporate 1901 Chouteau Ave MC 100 St. Louis, MO 63103 United States of America

Remit To: St Louis Business Journal Corp PO Box 504242 St. Louis, MO 63150 United States of America +1 (314) 421-8329

Description: Advertising Customer: Ameren Corporate

Page 1 of 1

Purchase Order Number	Customer ID
	A-155651

Quantity	Sales Item	Item Description	Price Each	Amount
1	Display - Special	Full Page 20K 2017 Display Special	0.00	7,860.00

<i>Net Amount:</i>	7,860.00
<i>Tax:</i>	0.00
TOTAL	USD 7,860.00

If you would like to pay this invoice by credit card, please provide the following information and return a copy of this invoice to the attention of the Accounts Receivable Department at the Remit To address above:

Credit Card Type (please check one): VISA MasterCard American Express Discover

Credit Card Number: _____ Expiration Date (MM/YY): _____

CSV#: _____

Card Holder Name (please print): _____

Signature: _____

GR-2019-0077
Schedule CDC-d1
Page 6 of 52

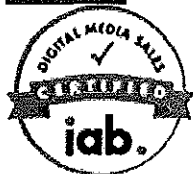
Tina Young

From: Matt Ceresia
Sent: Wednesday, February 08, 2017 3:22 PM
To: Patricia Miller; Michael Behrens
Cc: Tina Young; Gynelle Wells
Subject: Ameren is in for a full page backcover for Arcus!

Good news..thanks Trish!

Matt Ceresia
Direct: 314 421 8343
mceresia@bizjournals.com
<http://stlouis.bizjournals.com>

For more information about this commercial email, either reply to this email or write to:
St. Louis Business Journal
Old Post Office
815 Olive St. Suite 100
St. Louis, MO 63101



From: Durst, Abigail K [mailto:ADurst@ameren.com]
Sent: Wednesday, February 08, 2017 3:10 PM
To: Matt Ceresia <mceresia@bizjournals.com>
Subject: RE: <Info Request> ARCUS Awards

Hi, Matt... We will be proceeding with the full page ad in the ARCUS issue at the discounted rate of \$7,860. We would appreciate having until Monday 2/13 to get you the creative. Can you please send me the specs?

Thank You. Also, just a friendly reminder that I am your point of contact here at Ameren. Moving forward, please share any opportunities with me and I will liaise with key stakeholders on our side to get you timely answers.

Thank You!
Abby

ABBY DURST :: Manager, Strategic Communications :: T 314.554.3889 :: C 314.620.4731
Ameren Services :: 1901 Chouteau Ave :: St. Louis, MO 63166

From: Matt Ceresia [mailto:mceresia@bizjournals.com]
Sent: Wednesday, February 08, 2017 3:06 PM
To: Durst, Abigail K
Subject: RE: <Info Request> ARCUS Awards

EXTERNAL SENDER. Do not click on links or open attachments that are not expected and do not give out User IDs or passwords.

S663, Port Authority® SuperPro™ Twill Shirt- Ultramarine
AND
L665, Port Authority® SuperPro™ Ladies 3/4- Sleeve Twill Shirt- Ultramarine

Embroider Tape#E00007235 (Ameren- 2.2" Wide) on Left Chest in White

*Create New Tape for "Celebrating Ameren" at 2.5" Wide
Embroider on Right Cuff in White*



LEFT CHEST, Actual Size



RIGHT CUFF, Actual Size



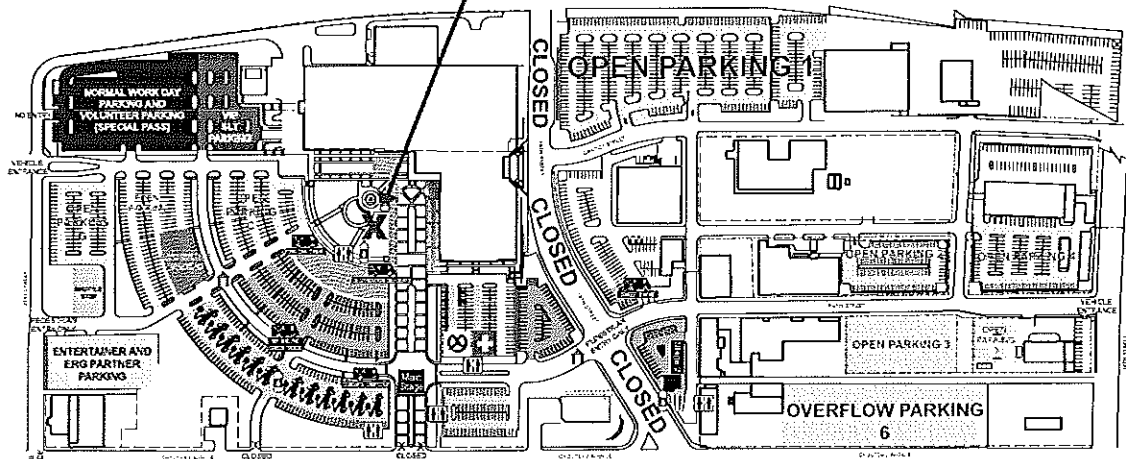
BRAND MANAGEMENT and CORPORATE COMMUNICATIONS

Like and follow us.





YOU ARE HERE

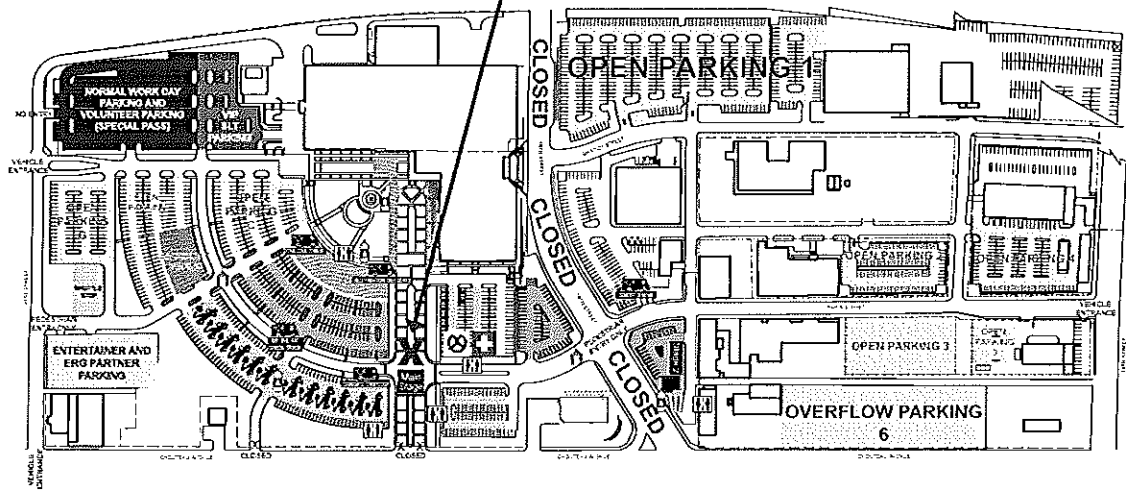


- Know Each Other (ERG Village)
- Know Our Work (Lead Today, Transform Tomorrow)
- Bucket Trucks
- Vendor Prep
- Welcome Tents
- Food Truck
- Popcorn
- Drinks
- Know Our Family (Family Corner)
- Know Our Community (Ameren Care)
- Lunch Buffet
- Seating
- First Aid
- Restrooms
- Popcorn, Pretzels, Cotton Candy

CELEBRATING AMEREN



YOU ARE HERE

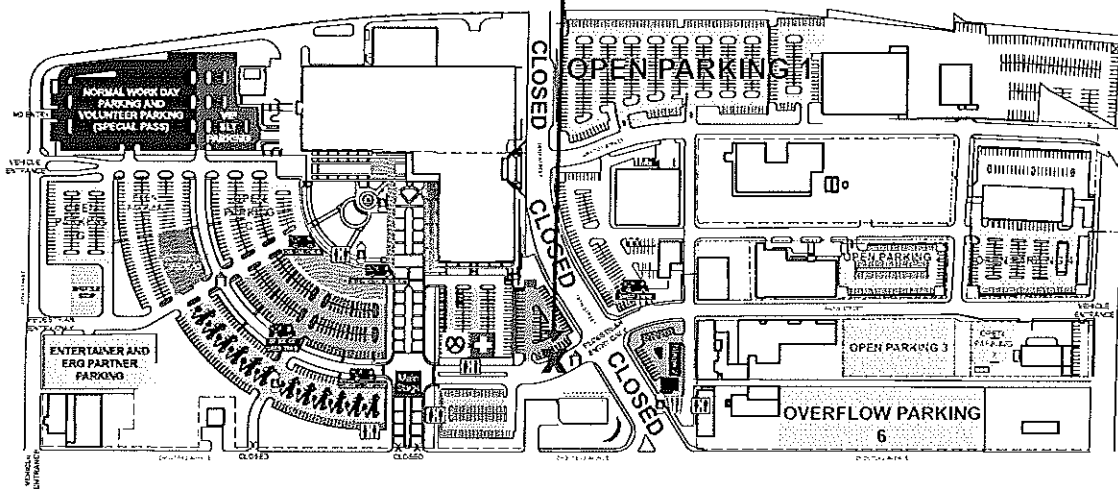


- | | | | | | | | |
|---------------------------------|--|---------------|-------------|--|------------|---------------------------------|--------|
| Know Each Other (ERG Visage) | Know Our Work (Lead Today, Transform Tomorrow) | Bucket Trucks | Vending Pop | Welcome Tents (Lead Today, Transform Tomorrow) | Food Truck | Popcorn | Drinks |
| Know Our Family (Family Corner) | Know Our Community (Ameren Cares) | Lunch Buffet | Seating | First Aid | Restrooms | Popcorn, Pretzels, Cotton Candy | |

CELEBRATING AMEREN



YOU ARE HERE

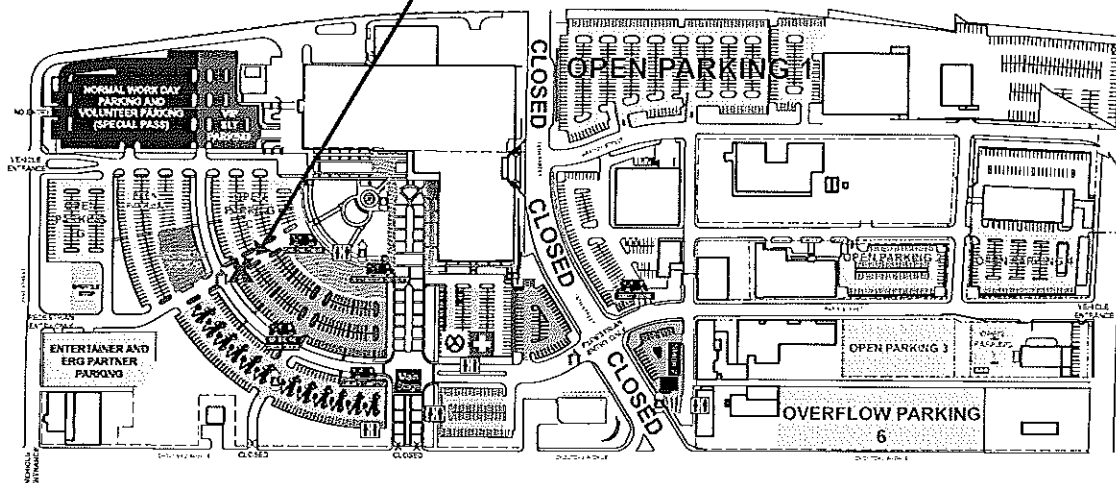


- | | | | | | | | |
|---------------------------------|---|---------------|------------|---------------|------------|---------------------------------|--------|
| Know Each Other (ERG Village) | Know Our Work (Lead Today Transform Tomorrow) | Bucket Trucks | Vendor Pop | Welcome Tents | Food Truck | Popcorn | Drinks |
| Know Our Family (Family Corral) | Know Our Community (Ameren Cases) | Lunch Buffet | Seating | First Aid | Restrooms | Popcorn, Pretzels, Cotton Candy | |

CELEBRATING AMEREN



YOU ARE HERE

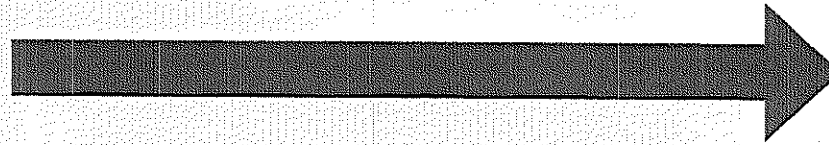


- | | | | | | | | |
|---------------------------------|--|---------------|-------------|---------------|------------|---------------------------------|--------|
| Know Each Other (ERG Village) | Know Our Work (Lead Today, Transform Tomorrow) | Bucket Trucks | Vendor Prep | Welcome Tents | Food Truck | Popcorn | Drinks |
| Know Our Family (Family Lounge) | Know Our Community (Ameren Care) | Lunch Buffet | Eating | First Aid | Restrooms | Popcorn, Pretzels, Cotton Candy | |

CELEBRATING AMEREN



PARKING

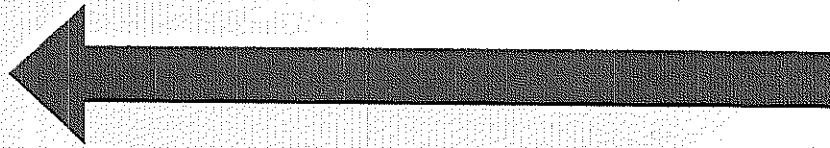


**CELEBRATING
AMEREN**

1 — CORRUGATED/LAMINATED (DOUBLE-SIDED)



PARKING



**CELEBRATING
AMEREN**

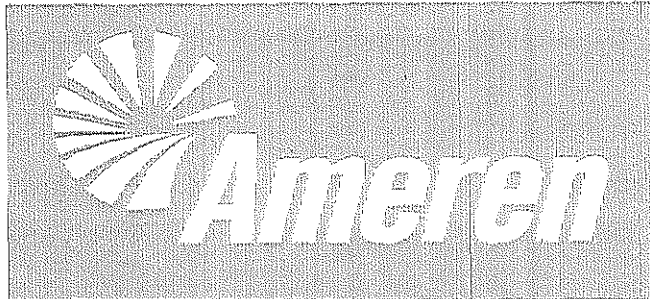


DRIVE LANE ONLY

**CELEBRATING
AMEREN**

#1

PC61, Port & Company® Essential T-Shirt- Lime
Imprint in White on Left Chest at 3" Wide and Right Sleeve at 3" Wide



LEFT CHEST, Actual Size



RIGHT SLEEVE, Actual Size

~~CELEBRATING AMEREN VOLUNTEER~~



#2

PC61, Port & Company® Essential T-Shirt- Lime
Imprint in PMS 3005 Blue on Left Chest at 3" Wide and Right Sleeve at 3" Wide

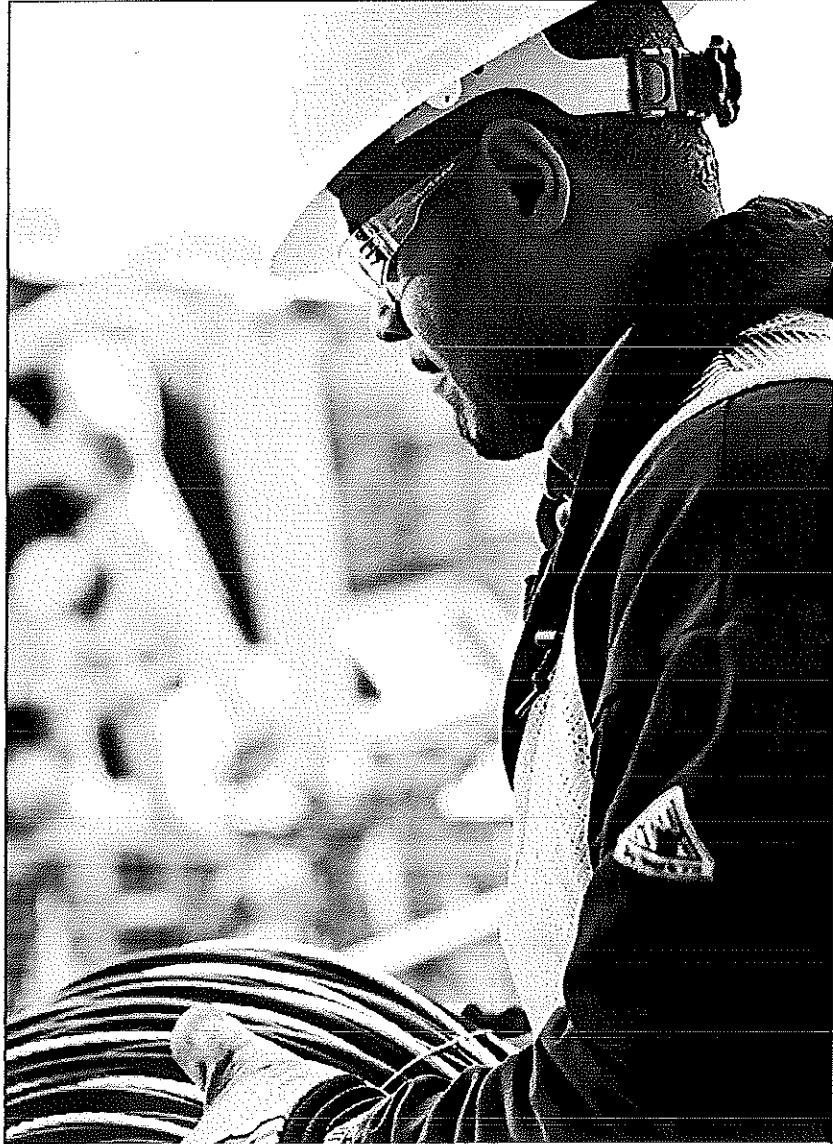


LEFT CHEST, Actual Size



RIGHT SLEEVE, Actual Size





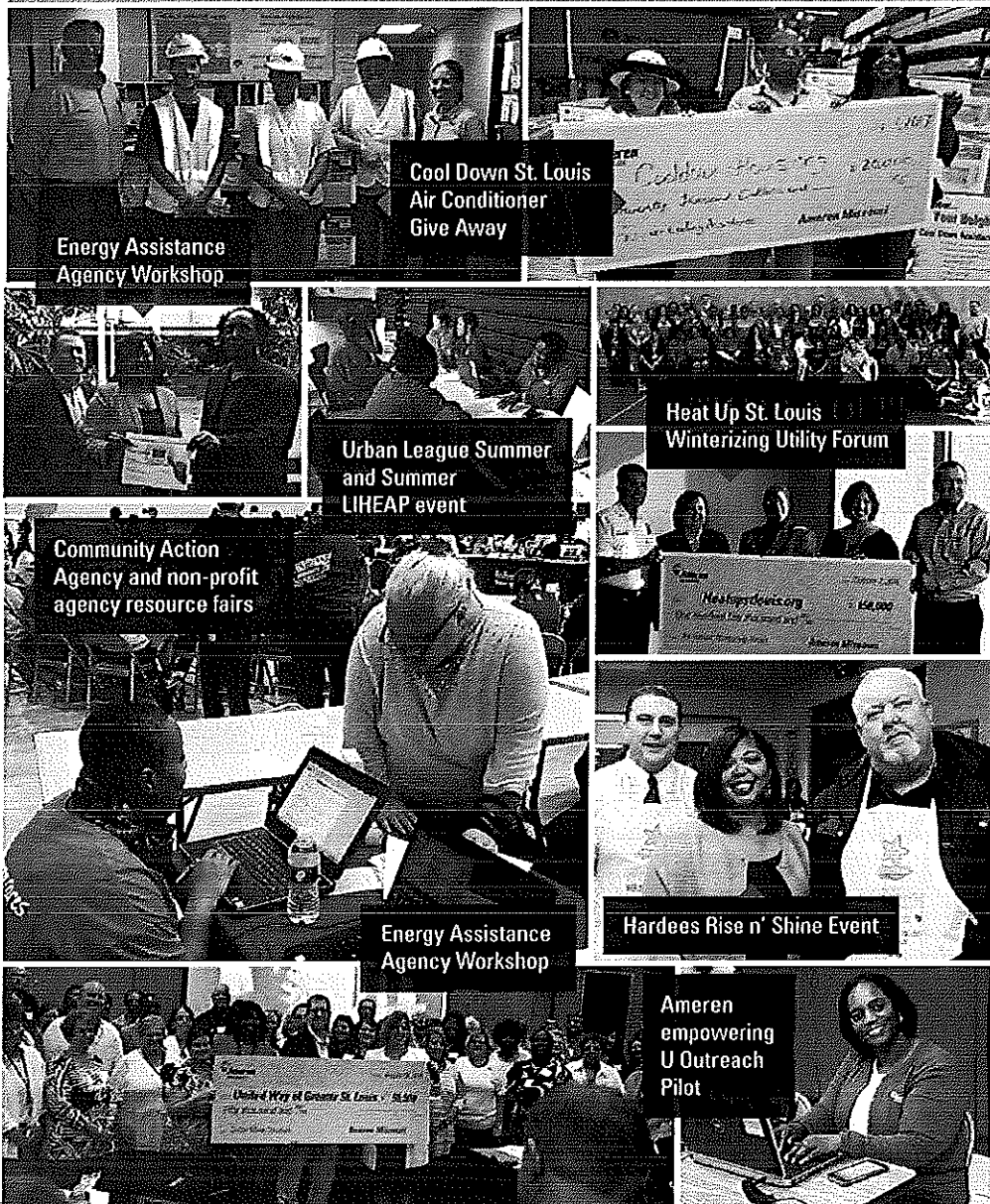
POWERING THE QUALITY OF LIFE

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



We Make A Difference TOGETHER



Energy Assistance Agency Workshop

Cool Down St. Louis Air Conditioner Give Away

Heat Up St. Louis Winterizing Utility Forum

Urban League Summer and Summer LIHEAP event

Community Action Agency and non-profit agency resource fairs

Hardees Rise n' Shine Event

Energy Assistance Agency Workshop

Ameren empowering U Outreach Pilot

United Way of Greater St. Louis - 50th Anniversary

St Louis Business Journal Corp
 815 Olive St., Suite 100
 Old Post Office
 St. Louis, MO 63101



INVOICE

+1 (314) 421-8329
 lyoung@bizjournals.com

Date	Invoice Number
11/10/2017	10071490

Payment Terms	Due Date
Net 30	12/10/2017

Bill To:
Ameren Corporate 1901 Chouteau Ave MC 100 St. Louis, MO 63103 United States of America

Remit To:
St Louis Business Journal Corp PO Box 504242 St. Louis, MO 63150 United States of America +1 (314) 421-8329

Description: Advertising Customer: Ameren Corporate

Page 1 of 1

Purchase Order Number	Customer ID
702657	A-155651

Item Description	Amount
Giving Guide Full Page Spread ST LOUIS BUSINESS JOURNAL Run Date: 11/10/2017	5,600.00

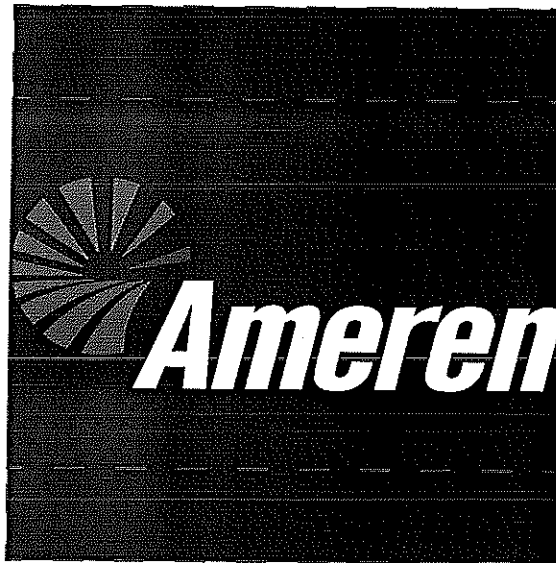
<i>Net Amount:</i>	5,600.00
<i>Tax:</i>	0.00
TOTAL	USD 5,600.00

EM488, Adult Urban Fleece Accessory Set w/ Beanie and Scarf (Embroidered)

Embroider Tape#E00012256 (Ameren- 3" Wide) on Beanie and Scarf

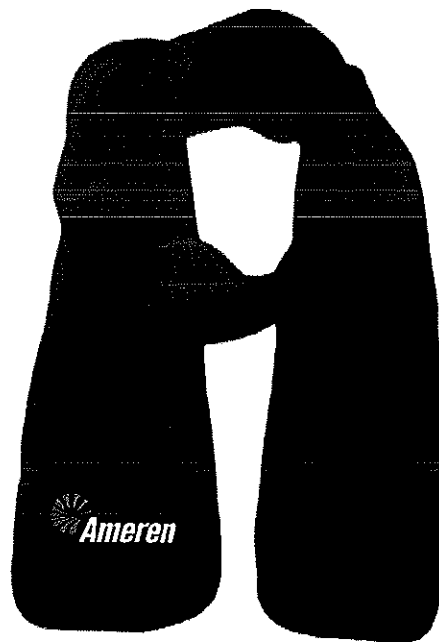
Embroider in Maderia 1170 Green, 1037 Red, and White

#1



3" W x 2" L; Beanie

3" W x 3" L; Scarf

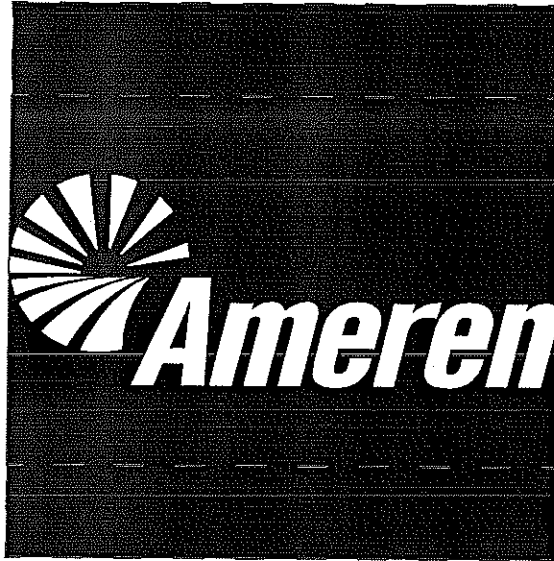


EM488, Adult Urban Fleece Accessory Set w/ Beanie and Scarf (Embroidered)

Embroider Tape#E00012256 (Ameren- 3" Wide) on Beanie and Scarf

Embroider in White

#2



3" W x 2" L; Beanie
3" W x 3" L; Scarf



INVOICE



Ameren
1901 Chouteau Avenue PO Box 66149, MC
100
St. Louis
MO
63166-6149
USA
Client: Ameren

Invoice ID 031673
Account No 00R5RR
Date: 30 Nov 2017
Sales Order No:
Customer Reference:
EU VAT No:

PO# 816467

Title	Issue	Ad Type	Cost
United Hemispheres Dossier	January 2018	Page Colour	USD 15,000.00

FOR BANK TRANSFERS

HSBC Bank USA N.A
452 Fifth Avenue,
New York,
NY 10018

NET: USD 15,000.00
TOTAL: USD 15,000.00

Account Name: Ink
Account No: 610936468
Sort Code: 21001088
IBAN No: n/a
SWIFT: MRMDUS33

Check Payments:

All checks should be made payable to "INK" and mailed to :
800 South Douglas Rd, Suite 250, Coral Gables, FL 33134

LEAD TODAY. TRANSFORM TOMORROW.

Ameren.com

At Ameren, innovation is everyone's responsibility, and passion
We are cultivating a culture of innovation to transform the energy services
we provide our customers now — and in the future.

OUR INNOVATION
TEAM IS 8,600
PEOPLE STRONG





Congratulations

Mary Heger

*Senior Vice President and Chief Information Officer,
Ameren Services*

**on being chosen as one of the
Technology Executives of the Year**

*Thank you, Mary, for being a professional, personable,
"all-in" role model that is helping Ameren lead today and
transform tomorrow.*





PNC BANK

DATE June 20, 2017

PAY TO THE
ORDER OF

Ameren

\$

1,174,262

One Million, One Hundred Seventy-Four Thousand, Two Hundred Sixty-Two

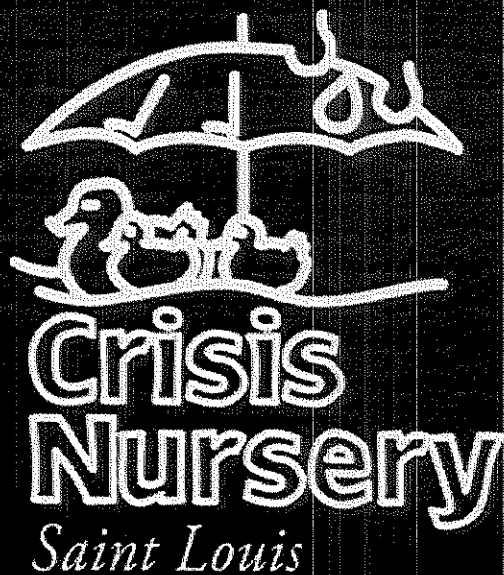
DOLLARS

MEMO

Ameren Card Rebate Earnings 2016

PNC Bank

CONGRATULATIONS!



POWER PLAY
GOALS FOR KIDS



DATE _____

PAY TO THE
ORDER OF _____

\$

_____ DOLLARS

MEMO _____

Ameren Missouri





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

At Ameren, we take great pride in giving back to the communities we serve every day. That's why we partner with local charities, and our employees donate their time, talents and energy to help make our communities stronger. Because after all, we're in this together.

See more of our efforts at Ameren.com/Community.



ENERGY AT WORK

CONTINUED FROM PREVIOUS PAGE

Cheryl Norton: I think that it's important that as a business we have some stability to the revenues that come in, so we understand what to plan. All of our businesses are very dependent upon weather. Depending on the type of weather that we have, the bills can be outrageous at certain times of the year. And so, how do we try to stabilize that as much as possible, both for the industry as well as our customers? That's one of the things that we're trying to do. We're also looking to expand the ability to improve our infrastructure and get recovery on that as quickly as we can. Because the quicker we can recover those dollars, the more infrastructure we can replace. That's the key.

Brian Hoelscher: It is two things: affordability and integrated planning, not just at the state level but the federal level. We've been pretty successful making sure affordability gets considered when regulators tell us how fast we have to make improvements.

Steve Lindsey: When we go and have our rates set by the Public Service Commission, a portion is fixed and a portion is volumetric – or based on customer usage. What you're seeing is the revenue that we need to operate and invest in our systems is being impacted. A lot of states have moved to a form of decoupling. Those are the more modern regulatory frameworks that we need to consider if we want to keep up. And so I think the different types of legislation that we all have proposed are, in some

ways, trying to accomplish the same things. There's an independent agency, the Regulatory Research Associates, that rates the regulatory environments in each state. That's important, because the rating agencies, such as S&P and Moody's, look at those regulatory environments when they're rating our companies and that impacts customers down the road as well. Right now we're rated mid- to below-mid in Missouri. One of the things that Regulatory Research Associates came out with this past year is that Missouri needs to address regulatory lag, whether that's done legislatively or regulatorily. If nothing is done to address this, it could have an impact on the future ratings. The further we get behind, the longer it's going to take us to catch up. So I think addressing this at the state level, both legislatively and regulatorily, is something that's incumbent on us.

Michael Moehn: This isn't a science experiment. There are plenty of states that we can point to – Florida and Illinois for example – that are doing it well in terms of policies that address aging infrastructure. And it is a benefit to customers at the end of the day. We're trying to create predictability and better reliability for them as well. We have to continue to educate consumers, stakeholders and legislators about the importance of this.

Cheryl Norton: I think that trust is really the key, and by having those conversations with our customers, with our legislators, and our regulators, so that they see the transparency in what we're trying to

do, and that we're not just trying to make corporate profits. That we really do care deeply for our customers and that we're doing the right things for the right reasons is one thing that we just have to continue to work on, because it's a very competitive marketplace for capital.

Brian Hoelscher: If you have the opportunity to show legislators and regulators that you can deliver what you promise that helps make them a partner. So as you move forward, you have their ear, they understand that your issues are real, and maybe you do have some solutions and some ways to address the problems.

Steve Lindsey: Our industry also has experienced some strong challenges regarding our aging workforce. We've been very blessed with the fact that people come to work at companies such as ours and spend their whole career here. But the challenge is, now they're coming to the end of that career, and how do we get the next generation of employees ready, whether they're internal or whether they're contractors that we use to do replacement work? We're competing with other states for that as well. And so, the workforce readiness that we need to have is critical and something we need to focus on. On Feb. 1, Laclede Gas had almost 1,100 years of experience retire in one day. Now, we'll replace those people, but we won't replace that institutional knowledge and everything that they have learned and built over all those years. But now we're bringing in this next generation, and we've got to be able to have a

very strong comfort level that we're going to be able to continue to function at the level we expect of ourselves, knowing that a lot of our employees are about to move into retirement.

Michael Moehn: This is a two-way street. I always talk to customers about how it's fair that they have higher expectations of us. So we're asking to make additional investments in this aging infrastructure. There needs to be requirements put back on the utilities to make sure that we're delivering on those investments. And that hasn't always been the way in the past. We just made investments. I think in terms of getting over these obstacles, that needs to be part of the equation. And we're willing to set requirements that stakeholders find to be reasonable and make sure we're delivering upon those investments that we're making.

Steve Lindsey: Our current legislation has performance metrics that would be set by the Public Service Commission. We balance that with a cost-control mechanism that incentivizes the utility to continue to maintain and even reduce service costs and if successful those savings are shared with customers. So there's an aligned interest between customers and the company, and that's not always been the case with traditional regulatory frameworks. We're trying to move to more aligned goals, that if we do things well, customers benefit not only from improved service levels, but through the sharing of costs savings as well.

THANKS. AGAIN.

"Highest Customer Satisfaction with Business Electric Service in the Midwest among Large Utilities, Two Years in a Row"
— as rated by our customers.



Ameren Missouri was named the highest rated utility in the Midwest (large utilities) for 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100.

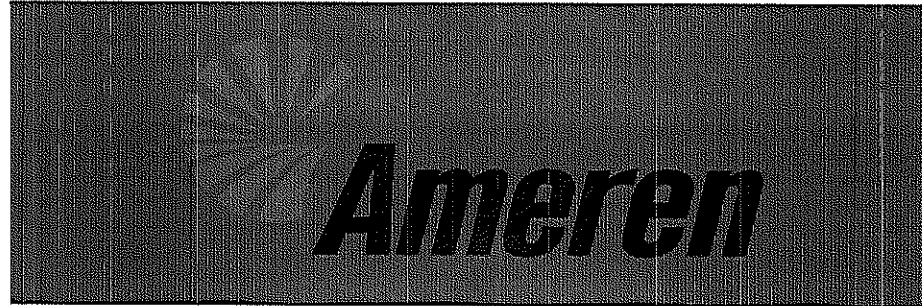
E47MT2, Black and graphite
Embroider Tape #E00005848 on Front of Cap
Embroider in Madeira 1170 Green, 1037 Red, and White



Actual Size

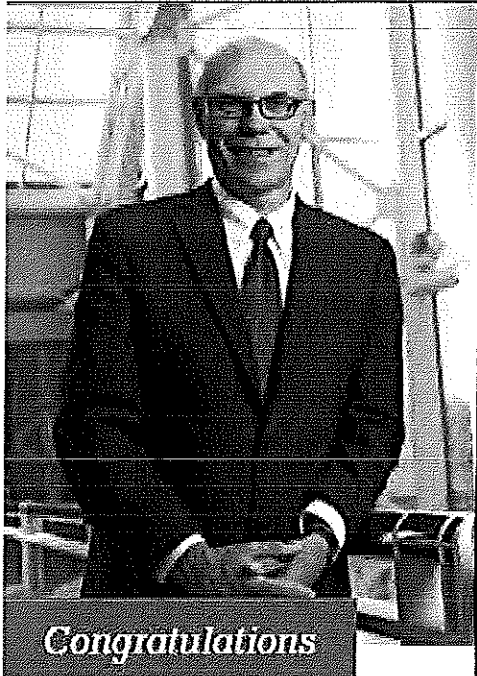


E47MT2, Graphite
Embroider Tape #E00005848 on Front of Cap
Embroider in Madeira 1170 Green, 1037 Red, and Black



Actual Size





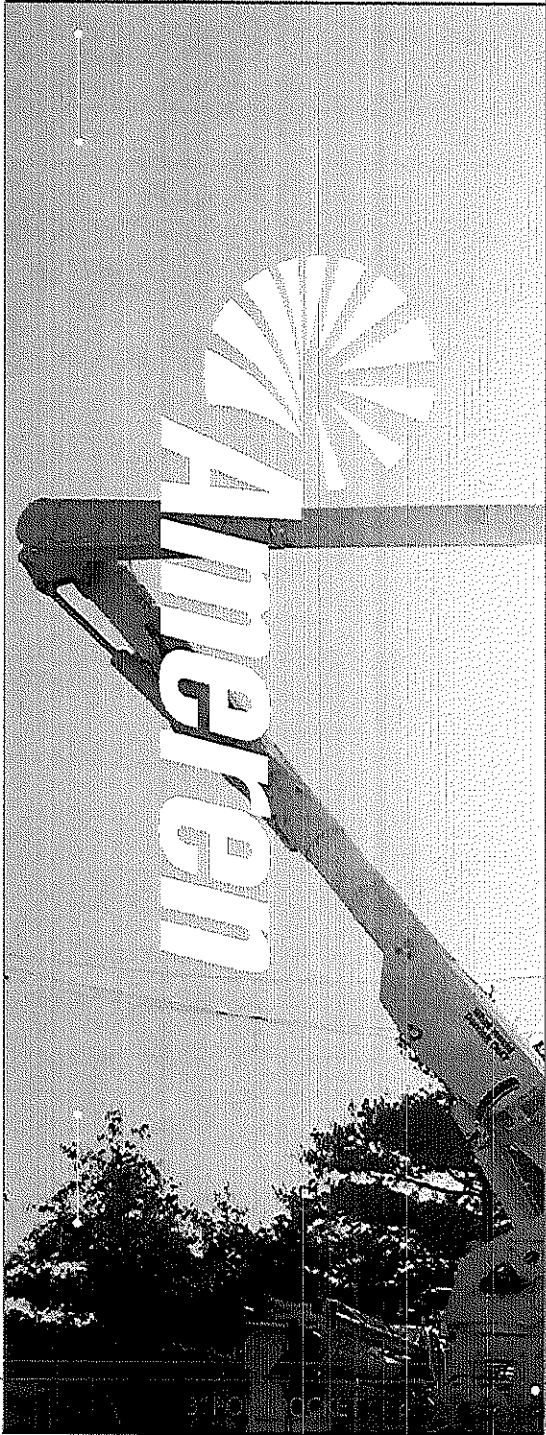
Warner Baxter

*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."



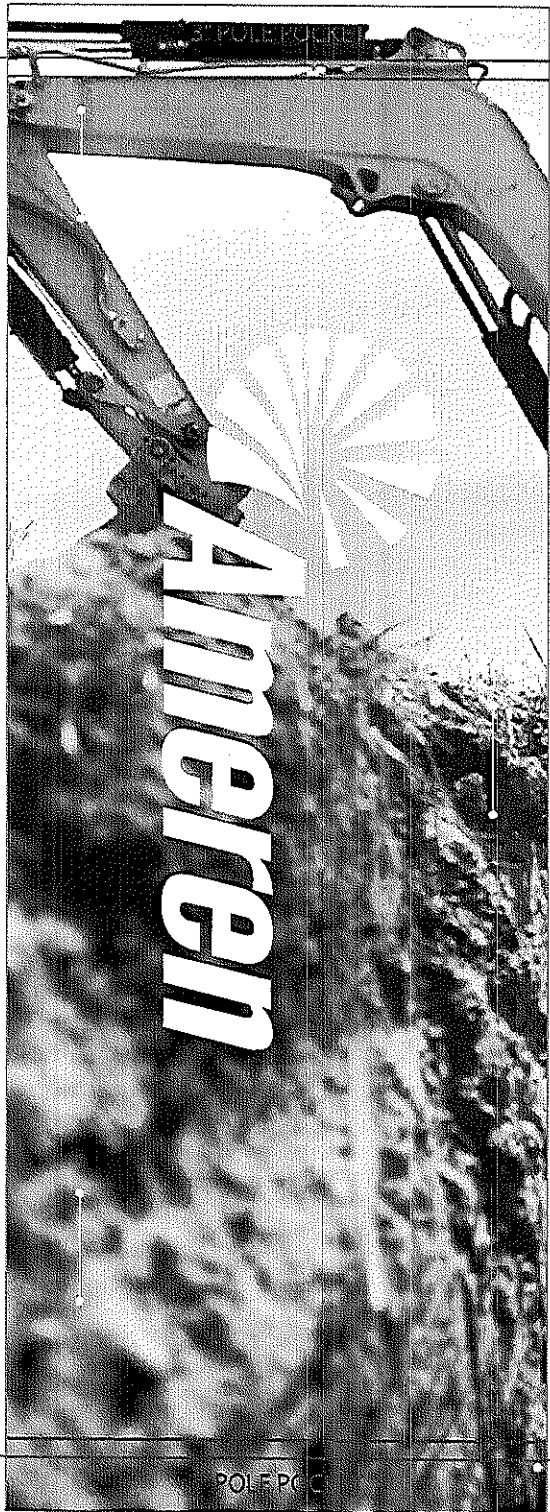
3" POLE POCKET



3" POLE POCKET

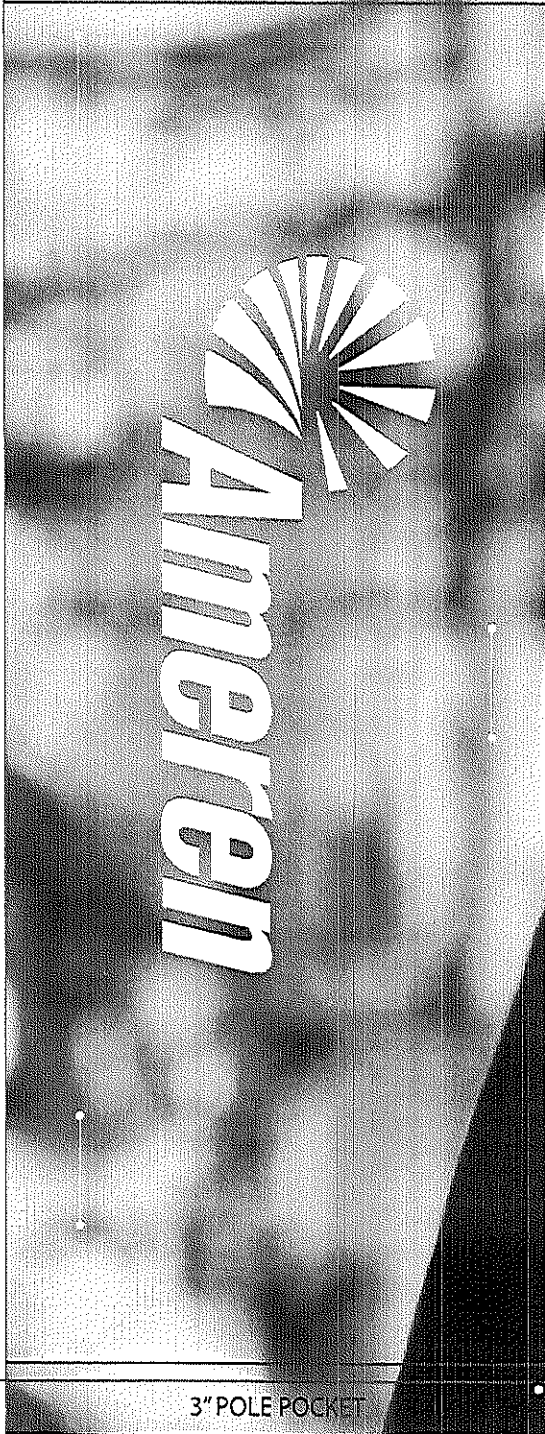


INFORMATION BAR: LAYOUT A
Quantity: 1 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: ———
Trim/Cut Area: ———
Grommet & Wind Slit Placement: ·····
Pole Pocket Placement: ———



INFORMATION BAR: LAYOUT B
 Quantity: 2 OF 14
 Size: Live Area: 30" X 76" | Trim: 30" X 84"
 Double-Sided
 Material: 18 OZ White Vinyl
 Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
 Color Matches: NA
 Live/Visual Area: _____
 Trim/Cut Area: _____
 Grommet & Wind Slit Placement: _____
 Pole Pocket Placement: _____

3" POLE POCKET

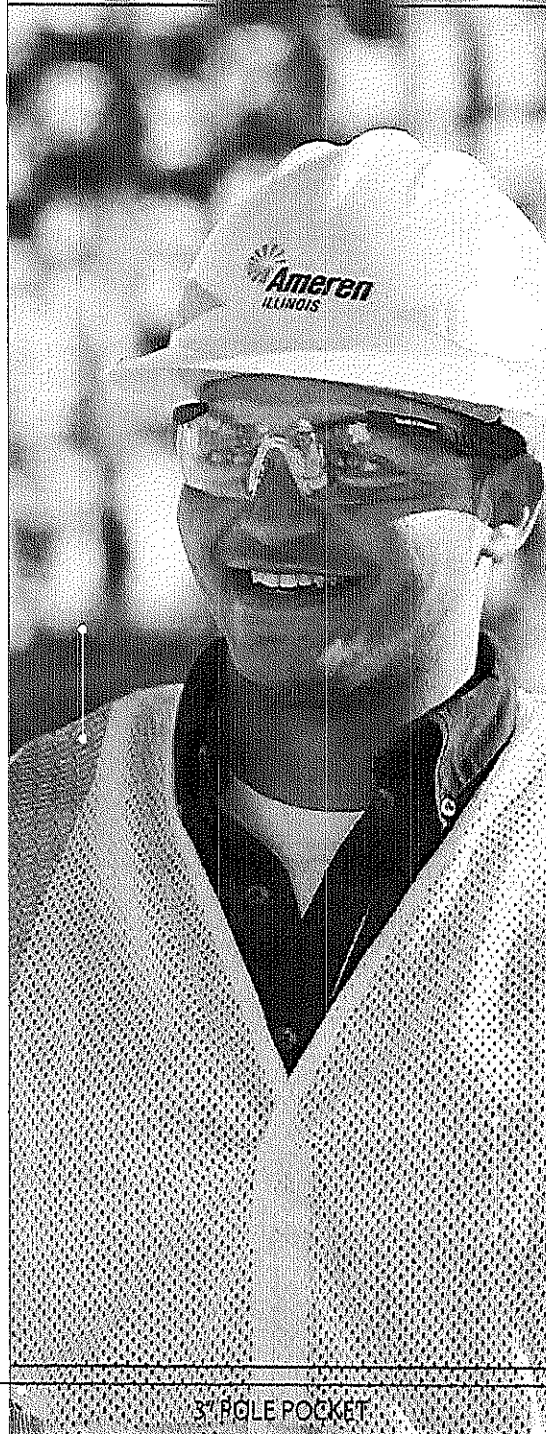


3" POLE POCKET

POLE

POLE

3" POLE POCKET



3" POLE POCKET

INFORMATION BAR: LAYOUT C

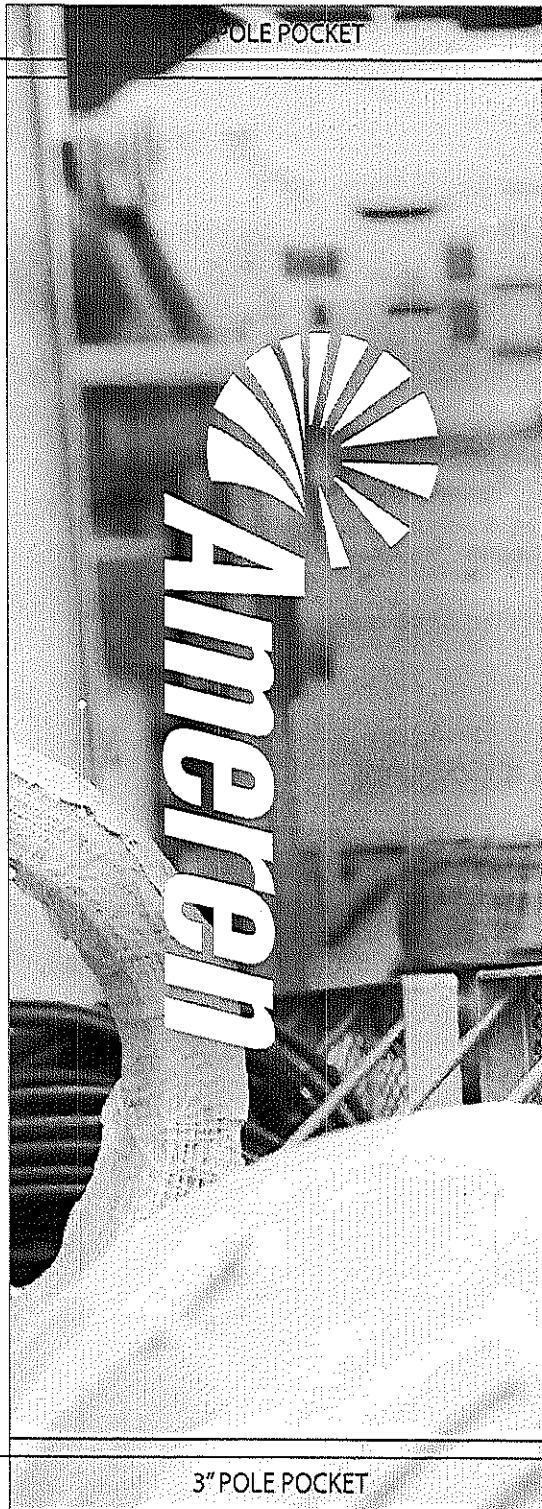
Quantity: 3 OF 14
 Size: Live Area: 30" X 76" | Trim: 30" X 84"
 Double-Sided
 Material: 18 OZ White Vinyl
 Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
 Color Matches: NA
 Live/Visual Area: ———
 Trim/Cut Area: ———
 Grommet & Wind Slit Placement: ·····
 Pole Pocket Placement: ———



3" POLE POCKET

3" POLE POCKET

POLE
POLE



POLE POCKET

3" POLE POCKET

INFORMATION BAR: LAYOUT D
 Quantity: 4 OF 14
 Size: Live Area: 30" X 76" | Trim: 30" X 84"
 Double-Sided
 Material: 18 OZ White Vinyl
 Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
 Color Matches: NA
 Live/Visual Area: —
 Trim/Cut Area: —
 Grommet & Wind Slit Placement: —
 Pole Pocket Placement: —



INFORMATION BAR: LAYOUT E
Quantity: 5 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Sills; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: ———
Trim/Cut Area: ———
Grommet & Wind Silt Placement: ———
Pole Pocket Placement: ———

3" POLE POCKET



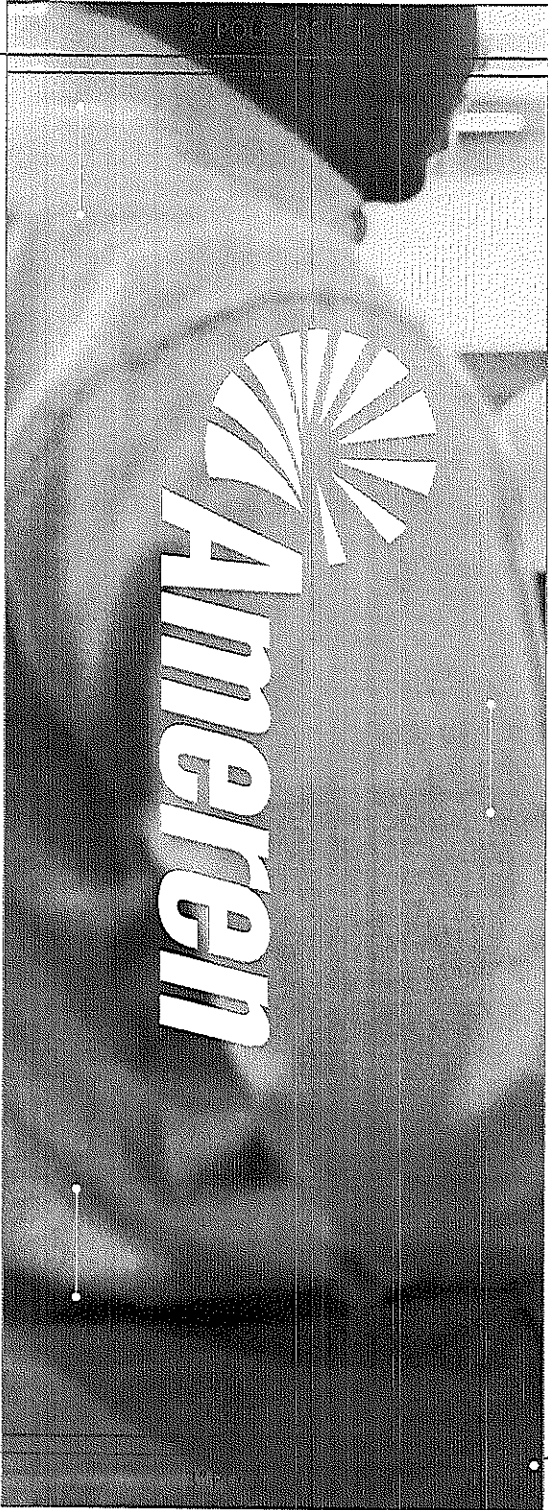
3" POLE POCKET

3" POLE POCKET



3" POLE POCKET

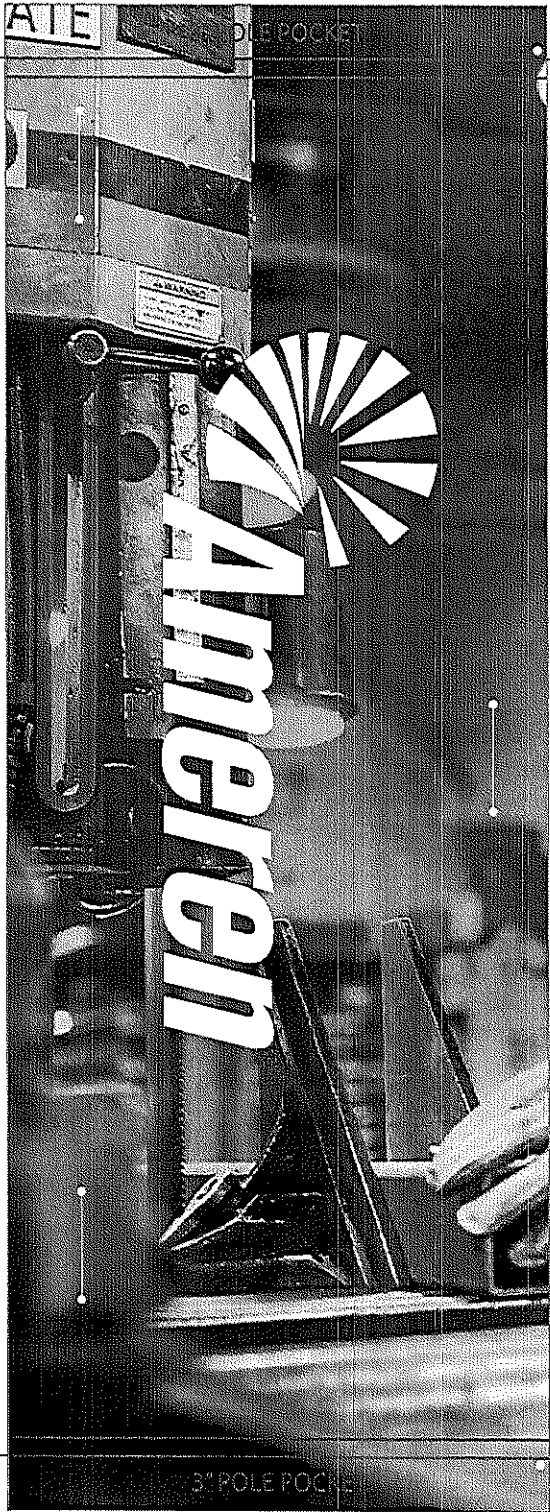
INFORMATION BAR: LAYOUT F
 Quantity: 6 OF 14
 Size: Live Area: 30" X 76" | Trim: 30" X 84"
 Double-Sided
 Material: 18 OZ White Vinyl
 Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
 Color Matches: NA
 Live/Visual Area: —
 Trim/Cut Area: —
 Grommet & Wind Slit Placement: —
 Pole Pocket Placement: —



3" POLE POCKET

3" POLE POCKET

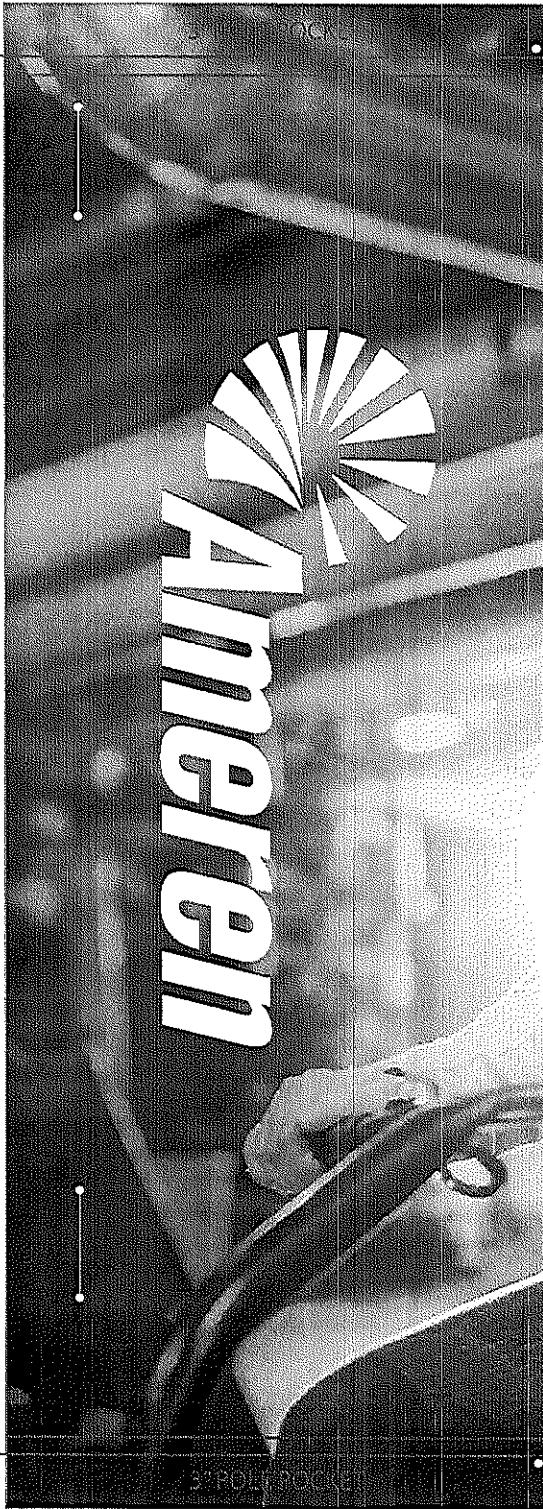
INFORMATION BAR: LAYOUT G
Quantity: 7 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: _____
Trim/Cut Area: _____
Grommet & Wind Slit Placement: _____
Pole Pocket Placement: _____



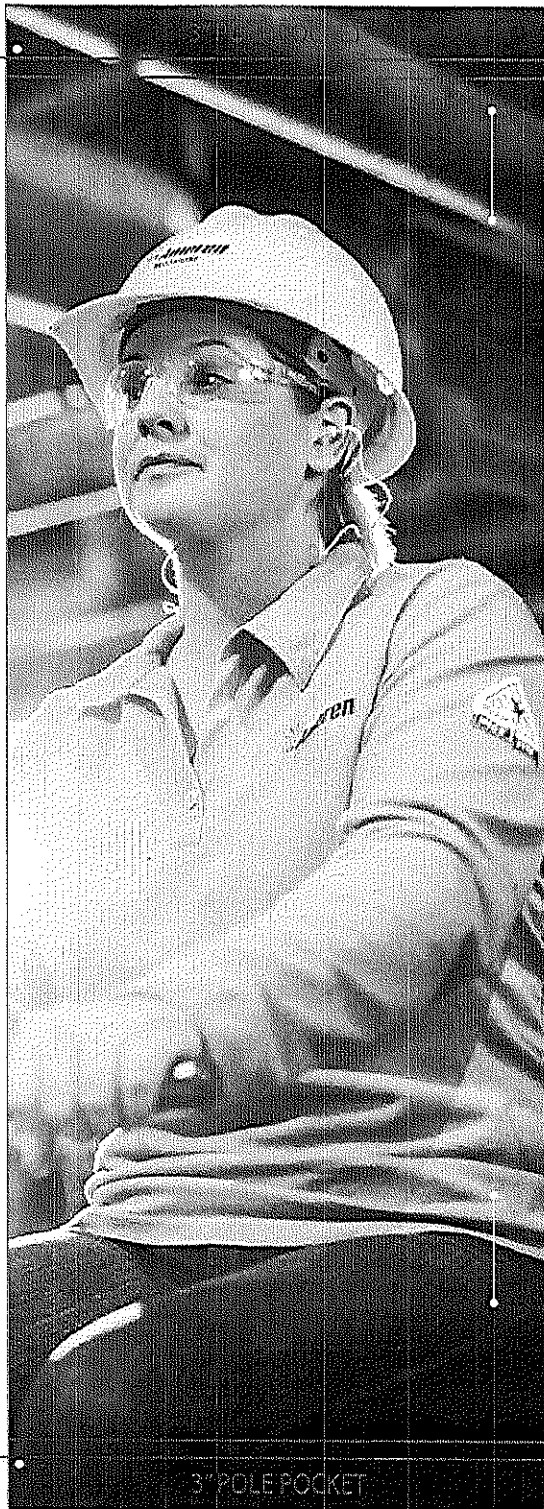
POLE
POLE



INFORMATION BAR: LAYOUT H
Quantity: 8 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: —
Trim/Cut Area: —
Grommet & Wind Slit Placement: —
Pole Pocket Placement: —



POLE POLE



[INFORMATION BAR: LAYOUT]
 Quantity: 9 OF 14
 Size: Live Area: 30" X 76" | Trim: 30" X 84"
 Double-Sided
 Material: 18 OZ White Vinyl
 Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
 Color Matches: NA
 Live/Visual Area: ———
 Trim/Cut Area: ———
 Grommet & Wind Slit Placement: ———
 Pole Pocket Placement: ———

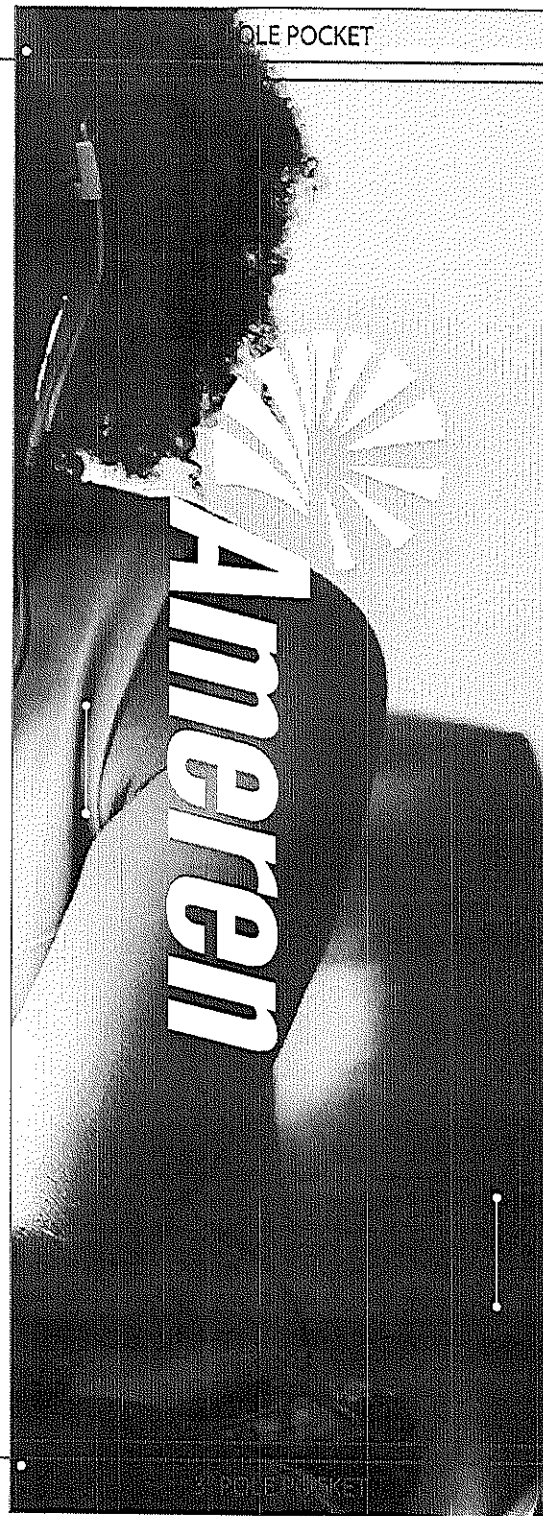


POLE

POLE

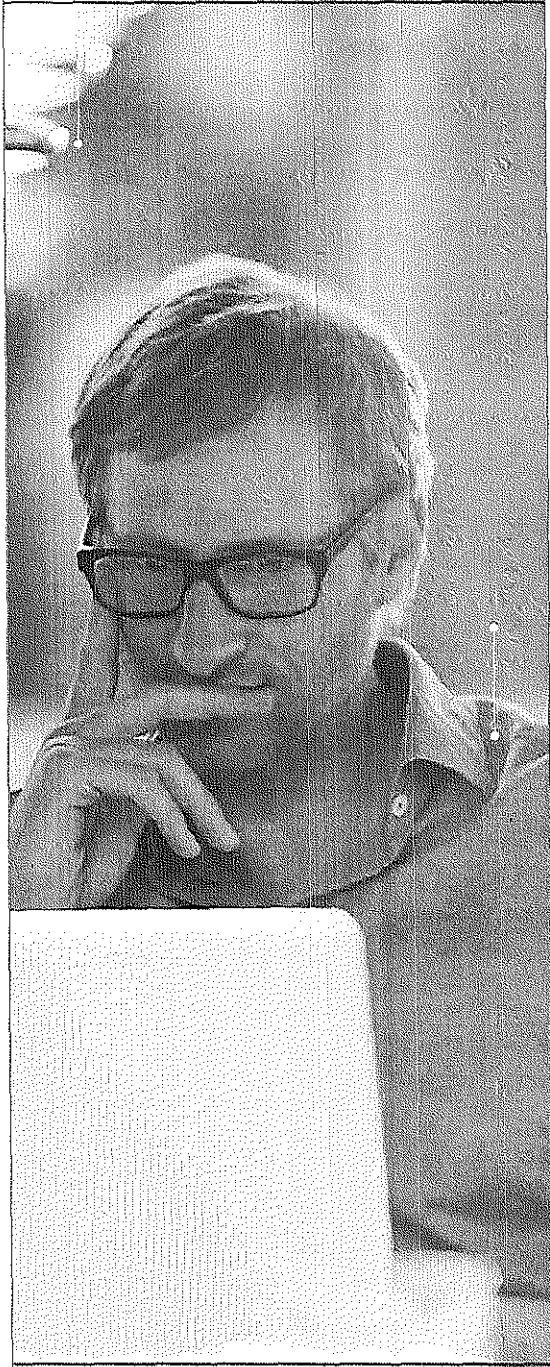


INFORMATION BAR: LAYOUT J
Quantity: 10 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: ———
Trim/Cut Area: ———
Grommet & Wind Slit Placement: ———
Pole Pocket Placement: ———



INFORMATION BAR: LAYOUT K
Quantity: 11 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: ———
Trim/Cut Area: ———
Grommet & Wind Slit Placement: ———
Pole Pocket Placement: ———

3" POLE POCKET



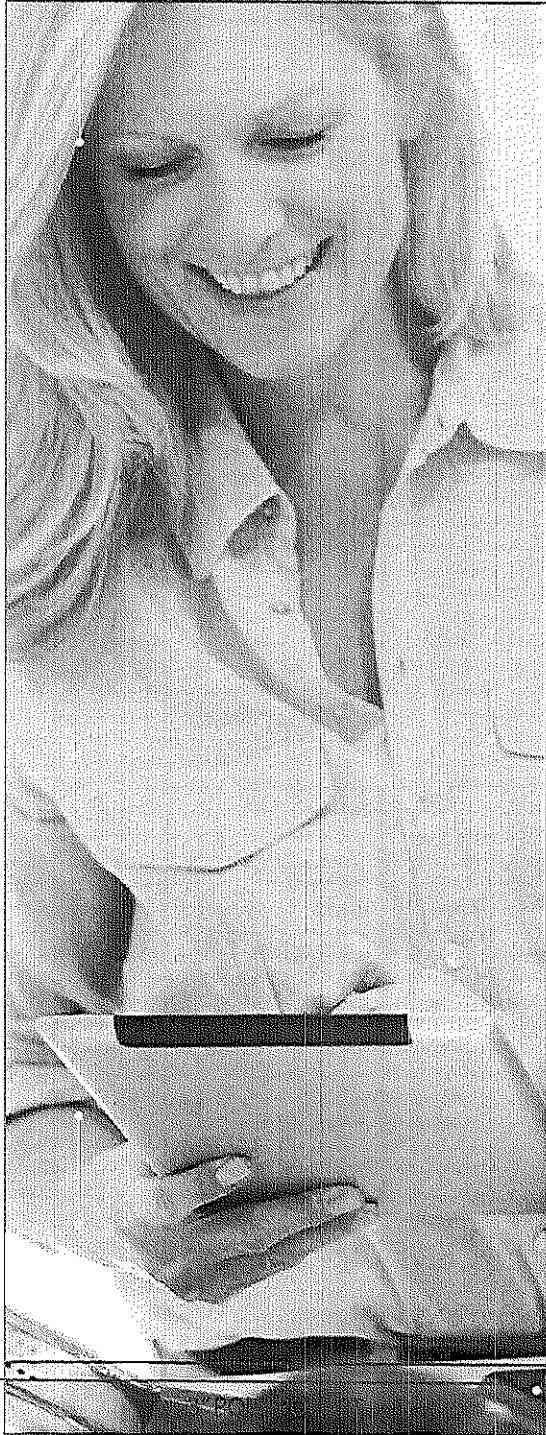
3" POLE POCKET

3" POLE POCKET



INFORMATION BAR: LAYOUT L
Quantity: 12 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: ———
Trim/Cut Area: ———
Grommet & Wind Slit Placement: ———
Pole Pocket Placement: ———

3" POLE POCKET

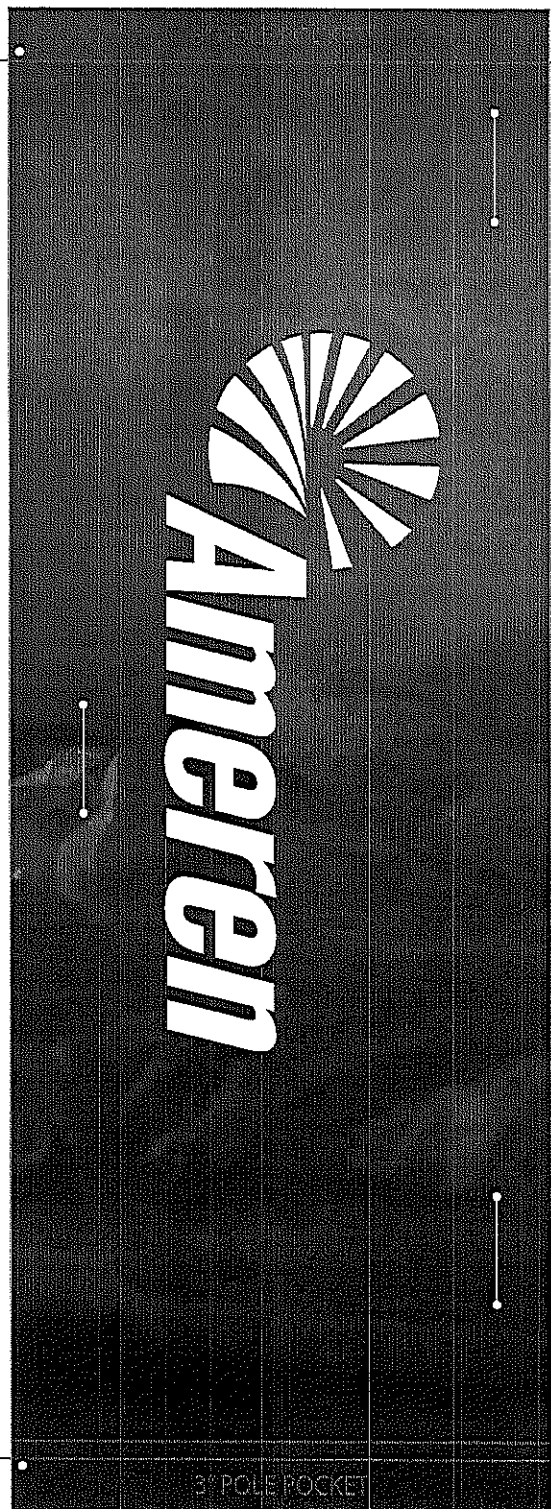
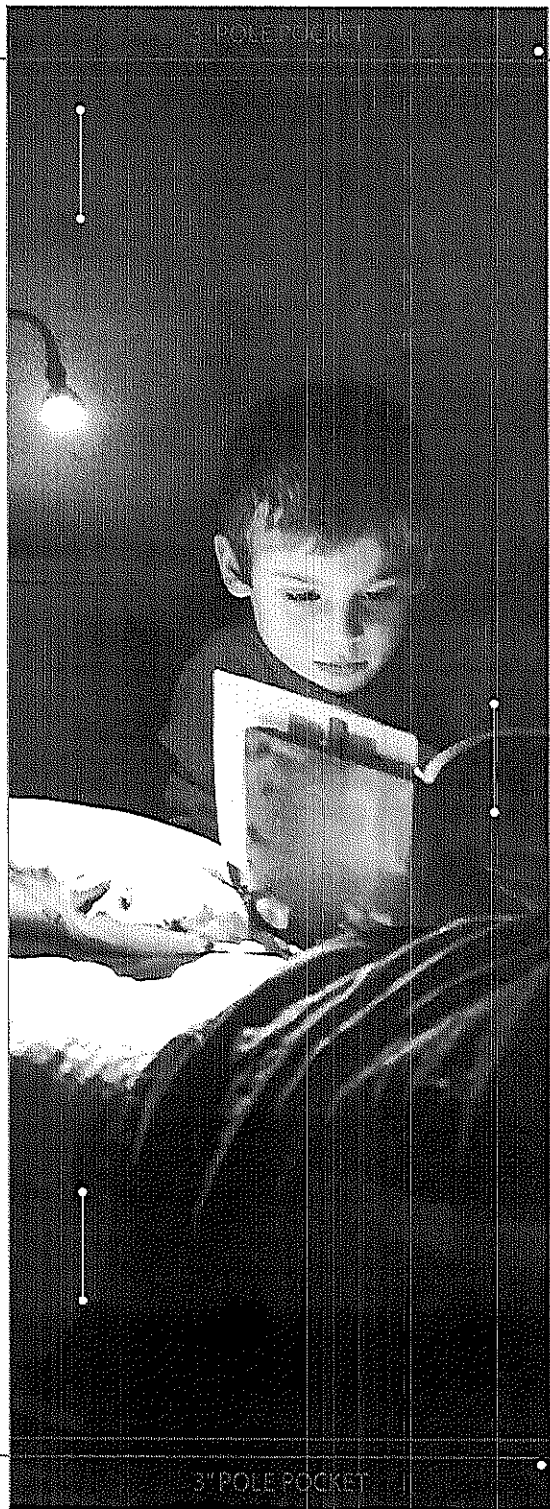


3" POLE POCKET



3" POLE POCKET

INFORMATION BAR: LAYOUT M
 Quantity: 13 OF 14
 Size: Live Area: 30" X 76" | Trim: 30" X 84"
 Double-Sided
 Material: 18 OZ White Vinyl
 Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
 Color Matches: NA
 Live/Visual Area: ——
 Trim/Cut Area: ——
 Grommet & Wind Slit Placement:
 Pole Pocket Placement: ——



INFORMATION BAR: LAYOUT N
Quantity: 14 OF 14
Size: Live Area: 30" X 76" | Trim: 30" X 84"
Double-Sided
Material: 18 OZ White Vinyl
Finishing: Corner Grommets; Wind Slits; 3" Pole Pockets
Color Matches: NA
Live/Visual Area: ———
Trim/Cut Area: ———
Grommet & Wind Slit Placement: - - - -
Pole Pocket Placement: ———

SG-631, Cowbell Party Noise Maker- Green
Imprint in White at 0.55" Tall



Actual Size



LEAD TODAY. TRANSFORM TOMORROW.

AMEREN.COM

At Ameren, innovation is everyone's responsibility. And passion.
We are cultivating a culture of innovation to transform the energy services
we provide our customers now – and in the future.

OUR INNOVATION
TEAM IS 8,600
PEOPLE STRONG





DATE January 25, 2016

PAY TO THE ORDER OF

United Way

\$

100,000

One hundred thousand and ⁰⁰/₁₀₀

DOLLARS

MEMO

Dollar More Program

Ameren Missouri

⑆000123510⑆ 356874002458⑆