

24/48 HOUR REPORT OF INDEPENDENT EXPENDITURES (Schedule E)

NAME OF COMMITTEE (In Full) American Crossroads
FEC IDENTIFICATION NUMBER C C00487363
Check if 24-hour report 48-hour report New report Amends report filed on

Full Name of Payee Main Street Media Group
Mailing Address P.O. Box 25093
City Alexandria State VA Zip Code 22313
Purpose of Expenditure TV / Media Placement
Name of Federal Candidate Mark Pryor Support Oppose

Date of Public Distribution/Dissemination 06 / 03 / 2014
Amount 414025.00
Transaction ID : E.001
Date of Disbursement or Obligation 05 / 30 / 2014
Office Sought: House Senate AR
Disbursement For: Primary General 2014

Full Name of Payee Thinkfilm Inc
Mailing Address 1335 Windsor Ridge Lane
City Annapolis State MD Zip Code 21409
Purpose of Expenditure TV / Media Production
Name of Federal Candidate Mark Pryor Support Oppose

Date of Public Distribution/Dissemination 06 / 03 / 2014
Amount 13422.67
Transaction ID : E.002
Date of Disbursement or Obligation 04 / 16 / 2014
Office Sought: House Senate AR
Disbursement For: Primary General 2014

(a) SUBTOTAL of Itemized Independent Expenditures 427447.67
(b) SUBTOTAL of Unitemized Independent Expenditures
(c) TOTAL Independent Expenditures

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.
Signature Caleb Crosby [Electronically Filed] Date 06 / 04 / 2014

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Full Name of Payee: McCarthy Hennings Whalen Inc
Mailing Address: 1850 M Street NW, Ste 235
City: Washington State: DC Zip Code: 20036
Purpose of Expenditure: TV / Media Production
Name of Federal Candidate: Mark Pryor
Calendar Year-To-Date Per Election for Office Sought: 461042.11

Date of Public Distribution/Dissemination: 06 / 03 / 2014
Amount: 3594.44
Transaction ID: E.003
Date of Disbursement or Obligation: 06 / 04 / 2014
Office Sought: Senate State: AR
Disbursement For: General 2014

Full Name of Payee: Targeted Victory
Mailing Address: 1033 North Fairfax Street, Ste 400
City: Alexandria State: VA Zip Code: 22314
Purpose of Expenditure: Online Advertising
Name of Federal Candidate: Mark Pryor
Calendar Year-To-Date Per Election for Office Sought: 461042.11

Date of Public Distribution/Dissemination: 06 / 03 / 2014
Amount: 30000.00
Transaction ID: E.004
Date of Disbursement or Obligation: 06 / 02 / 2014
Office Sought: Senate State: AR
Disbursement For: General 2014

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures: 33594.44; (b) SUBTOTAL of Unitemized Independent Expenditures; (c) TOTAL Independent Expenditures: 461042.11

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Signature: Caleb Crosby [Electronically Filed] Date: 06 / 04 / 2014