

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

NAME OF COMMITTEE (In Full) American Heartland PAC
FEC IDENTIFICATION NUMBER C C00548867
Check if [X] 24-hour report [ ] 48-hour report [X] New report [ ] Amends report filed on

Full Name of Payee Harris Media LLC
Mailing Address 611 S. Congress Avenue Suite 400
City Austin State TX Zip Code 78704
Purpose of Expenditure Digital Advertising Category/Type 004

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 83000.00
Transaction ID : SE.4205
Date of Disbursement or Obligation 10 / 17 / 2014

Name of Federal Candidate BRUCE L BRALEY
Support [ ] Oppose [X]
Calendar Year-To-Date Per Election for Office Sought 337750.00

Office Sought: [ ] House [X] Senate
District: 00 State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

Full Name of Payee Red Print Strategy
Mailing Address 311 S. Fillmore St.
City Arlington State VA Zip Code 22204
Purpose of Expenditure Creative Commission Category/Type 004

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 12500.00
Transaction ID : SE.4206
Date of Disbursement or Obligation 10 / 16 / 2014

Name of Federal Candidate JONI K ERNST
Support [X] Oppose [ ]
Calendar Year-To-Date Per Election for Office Sought 125000.00

Office Sought: [ ] House [X] Senate
District: 00 State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures 95500.00
(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.

Michael G. Adams

[Electronically Filed]

Date 10 / 20 / 2014

Signature

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Full Name of Payee Red Print Strategy
Mailing Address 311 S. Fillmore St.
City Arlington State VA Zip Code 22204
Purpose of Expenditure Creative Commission Category/Type 004
Name of Federal Candidate BRUCE L BRALEY [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought 137500.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 12500.00
Transaction ID : SE.4207
Date of Disbursement or Obligation 10 / 16 / 2014
Office Sought: [ ] House District: 00 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

Full Name of Payee Red Print Strategy
Mailing Address 311 S. Fillmore St.
City Arlington State VA Zip Code 22204
Purpose of Expenditure Media Production Category/Type 004
Name of Federal Candidate JONI K ERNST [X] Support [ ] Oppose
Calendar Year-To-Date Per Election for Office Sought 254750.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 11000.00
Transaction ID : SE.4203
Date of Disbursement or Obligation 10 / 17 / 2014
Office Sought: [ ] House District: 00 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures 23500.00
(b) SUBTOTAL of Unitemized Independent Expenditures
(c) TOTAL Independent Expenditures

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Michael G. Adams [Electronically Filed] Date 10 / 20 / 2014
Signature

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Full Name of Payee Red Print Strategy
Mailing Address 311 S. Fillmore St.
City Arlington State VA Zip Code 22204
Purpose of Expenditure Media Production Category/Type 004
Name of Federal Candidate BRUCE L BRALEY [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought 348750.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 11000.00
Transaction ID : SE.4204
Date of Disbursement or Obligation 10 / 17 / 2014
Office Sought: [ ] House District: 00 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

Full Name of Payee Strategic Media Placement Inc.
Mailing Address 7669 Stagers Loop
City Delaware State OH Zip Code 43015
Purpose of Expenditure TV Media Buy Category/Type 004
Name of Federal Candidate JONI K ERNST [X] Support [ ] Oppose
Calendar Year-To-Date Per Election for Office Sought 106250.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 106250.00
Transaction ID : SE.4199
Date of Disbursement or Obligation 10 / 16 / 2014
Office Sought: [ ] House District: 00 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures 117250.00
(b) SUBTOTAL of Unitemized Independent Expenditures
(c) TOTAL Independent Expenditures

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Full Name of Payee Strategic Media Placement Inc.
Mailing Address 7669 Stagers Loop
City Delaware State OH Zip Code 43015
Purpose of Expenditure TV Media Buy Category/Type 004
Name of Federal Candidate BRUCE L BRALEY [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought 243750.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 106250.00
Transaction ID : SE.4200
Date of Disbursement or Obligation 10 / 16 / 2014
Office Sought: [ ] House District: 00 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

Full Name of Payee Strategic Media Placement Inc.
Mailing Address 7669 Stagers Loop
City Delaware State OH Zip Code 43015
Purpose of Expenditure Media Buy Commission Category/Type 004
Name of Federal Candidate JONI K ERNST [X] Support [ ] Oppose
Calendar Year-To-Date Per Election for Office Sought 112500.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 6250.00
Transaction ID : SE.4201
Date of Disbursement or Obligation 10 / 16 / 2014
Office Sought: [ ] House District: 00 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures 112500.00
(b) SUBTOTAL of Unitemized Independent Expenditures
(c) TOTAL Independent Expenditures

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Full Name of Payee Strategic Media Placement Inc.
Mailing Address 7669 Stagers Loop
City Delaware State OH Zip Code 43015
Purpose of Expenditure Media Buy Commission Category/Type 004
Name of Federal Candidate BRUCE L BRALEY [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought 6250.00

Date of Public Distribution/Dissemination 10 / 19 / 2014
Amount 6250.00
Transaction ID : SE.4202
Date of Disbursement or Obligation 10 / 16 / 2014
Office Sought: [ ] House District: 20 [ ] President [X] Senate State: IA
Disbursement For: [ ] Primary [X] General 2014 [ ] Other (specify)

Full Name of Payee
Mailing Address
City State Zip Code
Purpose of Expenditure Category/Type
Name of Federal Candidate [ ] Support [ ] Oppose
Calendar Year-To-Date Per Election for Office Sought

Date of Public Distribution/Dissemination
Amount
Date of Disbursement or Obligation
Office Sought: [ ] House District: [ ] [ ] President [ ] Senate State: [ ]
Disbursement For: [ ] Primary [ ] General [ ] Other (specify)

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 6250.00; (b) SUBTOTAL of Unitemized Independent Expenditures; (c) TOTAL Independent Expenditures 355000.00

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