24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES
(SCHEDULE E)

NAME OF COMMITTE (In Full)
American Crossroads

FEC IDENTIFICATION NUMBER ▼
C C00487363

Check If ☐ 24-hour report ☒ 48-hour report ☒ New report ☐ Amends report filed on MM / DD / YYYY

Full Name (Last, First, Middle Initial) of Payee
RICHARD SALES MEDIA LLC

Date: 07 / 25 / 2012

Mailing Address 9010 S. 10TH STREET

Amount: 2000.00

City: PHOENIX State: AZ Zip Code: 85042

Transaction ID : E.001

Purpose of Expenditure
WEB VIDEO

Category/ Type

Office Sought: ☐ House ☐ Senate ☒ President State: District:

Name of Federal Candidate Supported or Opposed by Expenditure:
BARACK OBAMA

Check One: ☐ Support ☒ Oppose

Calendar Year-To-Date Per Election for Office Sought 2012: 8697890.16

Disbursement For: ☐ Primary ☒ General ☐ Other (specify) ▶

Full Name (Last, First, Middle Initial) of Payee

Date: MM / DD / YYYY

Mailing Address

Amount

City State Zip Code

Purpose of Expenditure

Category/ Type

Office Sought: ☐ House ☐ Senate ☐ President State: District:

Name of Federal Candidate Supported or Opposed by Expenditure:

Check One: ☐ Support ☐ Oppose

Calendar Year-To-Date Per Election for Office Sought

Disbursement For: ☐ Primary ☐ General ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures ▶ 2000.00

(b) SUBTOTAL of Unitemized Independent Expenditures ▶

(c) TOTAL Independent Expenditures ▶ 2000.00

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.

Caleb Crosby
[Electronically Filed]
Signature

Date 07 / 25 / 2012