

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

NAME OF COMMITTEE (In Full) American Crossroads
FEC IDENTIFICATION NUMBER C C00487363
Check if [X] 24-hour report [] 48-hour report [] New report [X] Amends report filed on 10 / 21 / 2014

Full Name of Payee Main Street Media
Mailing Address P.O. Box 25093
City Alexandria State VA Zip Code 22313
Purpose of Expenditure TV / Media Placement Category/Type

Date of Public Distribution/Dissemination 10 / 21 / 2014
Amount 631254.25
Transaction ID : SE.1
Date of Disbursement or Obligation 10 / 17 / 2014

Name of Federal Candidate Bruce Braley
[] Support [X] Oppose
Office Sought: [] House [X] Senate State: IA

Disbursement For: [] Primary [X] General 2014
[] Other (specify)

Full Name of Payee Targeted Victory
Mailing Address 1033 North Fairfax St Suite 400
City Alexandria State VA Zip Code 22314
Purpose of Expenditure Online Advertising Category/Type

Date of Public Distribution/Dissemination 10 / 21 / 2014
Amount 83333.34
Transaction ID : SE.2
Date of Disbursement or Obligation 10 / 21 / 2014

Name of Federal Candidate Bruce Braley
[] Support [X] Oppose
Office Sought: [] House [X] Senate State: IA

Disbursement For: [] Primary [X] General 2014
[] Other (specify)

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 714587.59, (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.

Caleb Crosby [Electronically Filed] Date 10 / 22 / 2014
Signature

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Full Name of Payee: McCarthy Hennings Whalen, Inc.
Mailing Address: 1850 M Street NW, Suite 235
City: Washington, State: DC, Zip Code: 20036
Purpose of Expenditure: TV / Media Production
Name of Federal Candidate: Bruce Braley
Calendar Year-To-Date Per Election for Office Sought: 4958798.99

Date of Public Distribution/Dissemination: 10 / 21 / 2014
Amount: 201.77
Transaction ID: 3
Date of Disbursement or Obligation: 10 / 22 / 2014
Office Sought: [] House, [X] Senate, State: IA
Disbursement For: [] Primary, [X] General, [] Other (specify)

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

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

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures: 201.77; (b) SUBTOTAL of Unitemized Independent Expenditures; (c) TOTAL Independent Expenditures: 714789.36

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: 10 / 22 / 2014