

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 1 OF 5  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full)  
**Democratic Senatorial Campaign Committee**

FEC IDENTIFICATION NUMBER  
**C00042366**

Check If  24-hour report  48-hour report  New report  Amends report filed on 10 / 12 / 2012

Full Name (Last, First, Middle Initial) of Payee  
**Great American Media**  
Date of Dissemination: 10/10/12

Date  
10 / 09 / 2012

Mailing Address **3050 K St. NW**  
Suite 100

Amount  
**149993.00**

City State Zip Code  
Washington DC 20007

Transaction ID: SE-78883

Purpose of Expenditure  
**Media Buy** Category/Type

Office Sought:  House  Senate  President  
State: CT District: 00

Name of Federal Candidate Supported or Opposed by Expenditure:  
**Linda McMahon**

Check One:  Support  Oppose

Calendar Year-To-Date Per Election for Office Sought **2144572.60**

Disbursement For:  Primary  General  
2012  Other (specify)

Full Name (Last, First, Middle Initial) of Payee  
**Grunwald Communications**

Date  
10 / 10 / 2012

Mailing Address **1306 30th Street, N.W.**

Amount  
**14700.60**

City State Zip Code  
Washington DC 20007

Transaction ID: SE-78905

Purpose of Expenditure  
**Media Production Estimated Costs** Category/Type

Office Sought:  House  Senate  President  
State: CT District: 00

Name of Federal Candidate Supported or Opposed by Expenditure:  
**Linda McMahon**

Check One:  Support  Oppose

Calendar Year-To-Date Per Election for Office Sought **2144572.60**

Disbursement For:  Primary  General  
2012  Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures..... **164693.60**

(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

Date 10 / 26 / 2012

12030934381

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

PAGE 2 OF 5  
FOR SE OF FORM 24/48

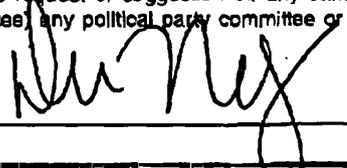
NAME OF COMMITTEE (In Full) <b>Democratic Senatorial Campaign Committee</b>		FEC IDENTIFICATION NUMBER <b>C 00042366</b>	
Check if <input type="checkbox"/> 24-hour report <input checked="" type="checkbox"/> 48-hour report		<input type="checkbox"/> New report <input checked="" type="checkbox"/> Amends report filed on	
		10	12
		2012	

Full Name (Last, First, Middle Initial) of Payee <b>Great American Media</b>		Date 10 / 10 / 2012	
Mailing Address 3050 K St. NW Suite 100		Amount 30979.00	
City Washington	State DC	Zip Code 20007	Transaction ID: SE-78896
Purpose of Expenditure Media Buy	Category/Type	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President	State: IN District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: Richard Mourdock		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought 1783686.44		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)	

Full Name (Last, First, Middle Initial) of Payee <b>Great American Media</b>		Date 10 / 09 / 2012	
Mailing Address 3050 K St. NW Suite 100		Amount 349971.00	
City Washington	State DC	Zip Code 20007	Transaction ID: SE-78891
Purpose of Expenditure Media Buy	Category/Type	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President	State: NV District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: Dean Heller		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought 3317785.34		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)	

(a) SUBTOTAL of Itemized Independent Expenditures.....	380950.00
(b) SUBTOTAL of Unitemized Independent Expenditures.....	
(c) TOTAL Independent Expenditures.....	

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Signature: 

Date: 10 / 26 / 2012

12030934382

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

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FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>Democratic Senatorial Campaign Committee</b>	FEC IDENTIFICATION NUMBER <b>C 00042366</b>
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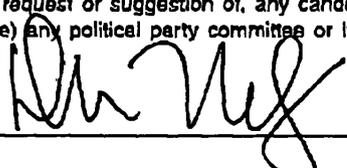
Check if  24-hour report  48-hour report  New report  Amends report filed on 10 / 12 / 2012

Full Name (Last, First, Middle Initial) of Payee <b>SKD Knickerbocker LLC</b>		Date 10 / 10 / 2012
Mailing Address <b>1818 N Street NW, Suite 450</b>		Amount <b>11120.00</b>
City <b>Washington</b>	State <b>DC</b>	Zip Code <b>20036</b>
Purpose of Expenditure <b>Media Production Estimate</b>	Category/Type	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President State: <b>NV</b> District: <b>00</b>
Name of Federal Candidate Supported or Opposed by Expenditure: <b>Dean Heller</b>		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought <b>3317785.34</b>		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)

Full Name (Last, First, Middle Initial) of Payee <b>SKD Knickerbocker LLC</b>		Date 10 / 10 / 2012
Mailing Address <b>1818 N Street NW, Suite 450</b>		Amount <b>4425.00</b>
City <b>Washington</b>	State <b>DC</b>	Zip Code <b>20036</b>
Purpose of Expenditure <b>Media Production Estimate</b>	Category/Type	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President State: <b>NV</b> District: <b>00</b>
Name of Federal Candidate Supported or Opposed by Expenditure: <b>Dean Heller</b>		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought <b>3317785.34</b>		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures.....	<b>15545.00</b>
(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:  Date: 10 / 26 / 2012

12030934383

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

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FOR USE OF FORM 24/48

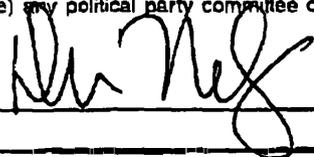
NAME OF COMMITTEE (In Full) <b>Democratic Senatorial Campaign Committee</b>		FEC IDENTIFICATION NUMBER <b>C00042366</b>	
Check if <input type="checkbox"/> 24-hour report	<input checked="" type="checkbox"/> 48-hour report	<input type="checkbox"/> New report	<input checked="" type="checkbox"/> Amends report filed on
		10	12
		2012	

Full Name (Last, First, Middle Initial) of Payee <b>Great American Media</b>		Date 10 / 10 / 2012	
Mailing Address <b>3050 K St. NW</b> <b>Suite 100</b>		Amount <b>7398.72</b>	
City <b>Washington</b>	State <b>DC</b>	Zip Code <b>20007</b>	Transaction ID: <b>SE-78897</b>
Purpose of Expenditure <b>Media Production Estimated Costs</b>	Category/Type	Office Sought: <input checked="" type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President	State: <b>ND</b> District: <b>00</b>
Name of Federal Candidate Supported or Opposed by Expenditure: <b>Rick Berg</b>		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <b>2485702.89</b>		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)	

Full Name (Last, First, Middle Initial) of Payee <b>Great American Media</b>		Date 10 / 11 / 2012	
Mailing Address <b>3050 K St. NW</b> <b>Suite 100</b>		Amount <b>117071.00</b>	
City <b>Washington</b>	State <b>DC</b>	Zip Code <b>20007</b>	Transaction ID: <b>SE-78911</b>
Purpose of Expenditure <b>Media Buy</b>	Category/Type	Office Sought: <input checked="" type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President	State: <b>ND</b> District: <b>00</b>
Name of Federal Candidate Supported or Opposed by Expenditure: <b>Rick Berg</b>		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <b>2485702.89</b>		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)	

(a) SUBTOTAL of Itemized Independent Expenditures.....	<b>124469.72</b>
(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 

Date 10 / 26 / 2012

12030934384

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 5 OF 5  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>Democratic Senatorial Campaign Committee</b>		FEC IDENTIFICATION NUMBER <b>C00042366</b>
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Check if  24-hour report  48-hour report  New report  Amends report filed on **10 / 12 / 2012**

Full Name (Last, First, Middle Initial) of Payee <b>Grunwald Communications</b>	Date <b>10 / 10 / 2012</b>
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Mailing Address **1308 30th Street, N.W.**

City <b>Washington</b>	State <b>DC</b>	Zip Code <b>20007</b>	Amount <b>13915.00</b>
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Purpose of Expenditure <b>Media Production Estimate</b>	Category/Type	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President	State: <b>CT</b> District: <b>00</b>
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Name of Federal Candidate Supported or Opposed by Expenditure:  
**Linda McMahon**

Check One:  Support  Oppose

Calendar Year-To-Date Per Election for Office Sought <b>2144572.60</b>	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)
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Full Name (Last, First, Middle Initial) of Payee	Date
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Mailing Address

City	State	Zip Code	Amount
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Purpose of Expenditure	Category/Type	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input type="checkbox"/> President	State: District:
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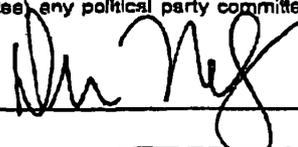
Name of Federal Candidate Supported or Opposed by Expenditure:

Check One:  Support  Oppose

Calendar Year-To-Date Per Election for Office Sought	Disbursement For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)
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(a) SUBTOTAL of Itemized Independent Expenditures.....	<b>13915.00</b>
(b) SUBTOTAL of Unitemized Independent Expenditures.....	
(c) TOTAL Independent Expenditures.....	<b>699573.32</b>

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 

Date **10 / 26 / 2012**

12030934385

Federal Election Commission  
**ENVELOPE REPLACEMENT PAGE  
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<input type="checkbox"/> USPS Express Mail	Postmarked
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<input type="checkbox"/> No Postmark	
<input type="checkbox"/> Overnight Delivery Service (Specify):	Shipping Date
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<input checked="" type="checkbox"/> Other (Specify):	Date of Receipt or Postmarked

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