

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
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 / 07 / 2014
Amount 631203.50
Transaction ID : 1
Date of Disbursement or Obligation 10 / 03 / 2014

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

Disbursement For: Primary General 2014 Other (specify)

Calendar Year-To-Date Per Election for Office Sought 3146619.20

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 / 07 / 2014
Amount 83333.34
Transaction ID : 2
Date of Disbursement or Obligation 10 / 07 / 2014

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

Disbursement For: Primary General 2014 Other (specify)

Calendar Year-To-Date Per Election for Office Sought 3146619.20

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 714536.84

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 / 07 / 2014

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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: 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
Category/Type

Date of Public Distribution/Dissemination: 10/07/2014
Amount: 15128.75
Transaction ID: 3
Date of Disbursement or Obligation: 10/07/2014

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

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

Calendar Year-To-Date Per Election for Office Sought: 3146619.20

Full Name of Payee
Mailing Address
City State Zip Code
Purpose of Expenditure
Category/Type

Date of Public Distribution/Dissemination
Amount
Date of Disbursement or Obligation

Name of Federal Candidate
Support: [] Oppose: []
Office Sought: [] House [] Senate
State:

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

Calendar Year-To-Date Per Election for Office Sought

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures: 15128.75; (b) SUBTOTAL of Unitemized Independent Expenditures; (c) TOTAL Independent Expenditures: 729665.59

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: 10/07/2014