

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 09/17/2014

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 (Oppose)
Calendar Year-To-Date Per Election for Office Sought: 1671363.12

Date of Public Distribution/Dissemination: 09/16/2014
Amount: 17367.98
Transaction ID: 1
Date of Disbursement or Obligation: 09/16/2014
Office Sought: Senate, State: IA
Disbursement For: General 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
Name of Federal Candidate: Bruce Braley (Oppose)
Calendar Year-To-Date Per Election for Office Sought: 1671363.12

Date of Public Distribution/Dissemination: 09/16/2014
Amount: 561462.60
Transaction ID: 2
Date of Disbursement or Obligation: 09/12/2014
Office Sought: Senate, State: IA
Disbursement For: General 2014

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures: 578830.58

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: 09/23/2014

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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
Name of Federal Candidate Bruce Braley Support Oppose
Calendar Year-To-Date Per Election for Office Sought 1671363.12

Date of Public Distribution/Dissemination 09/16/2014
Amount 83333.50
Transaction ID : 3
Date of Disbursement or Obligation 09/16/2014
Office Sought: House Senate State: IA
Disbursement For: Primary General 2014 Other (specify)

Full Name of Payee
Mailing Address
City State Zip Code
Purpose of Expenditure
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 Senate State:
Disbursement For: Primary General Other (specify)

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 83333.50; (b) SUBTOTAL of Unitemized Independent Expenditures; (c) TOTAL Independent Expenditures 662164.08

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 09/23/2014