

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

PAGE 1 OF 2  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>American Crossroads</b>	FEC IDENTIFICATION NUMBER <b>C</b> C00487363
Check If <input checked="" type="checkbox"/> 24-hour report <input type="checkbox"/> 48-hour report <input checked="" type="checkbox"/> New report <input type="checkbox"/> Amends report filed on	

Full Name (Last, First, Middle Initial) of Payee <b>CROSSROADS MEDIA LLC</b>		Date 11 / 03 / 2012
Mailing Address 66 CANAL CENTER PLAZA STE 555		Amount 210000.00
City ALEXANDRIA	State VA	Zip Code 22314
Purpose of Expenditure TV / MEDIA PLACEMENT	Category/Type	Transaction ID : E.001
Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA		Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 91149446.99		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>CROSSROADS MEDIA LLC</b>		Date 11 / 03 / 2012
Mailing Address 66 CANAL CENTER PLAZA STE 555		Amount 2400250.00
City ALEXANDRIA	State VA	Zip Code 22314
Purpose of Expenditure TV / MEDIA PLACEMENT	Category/Type	Transaction ID : E.002
Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA		Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 91149446.99		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)

(a) <b>SUBTOTAL</b> of Itemized Independent Expenditures.....	4500250.00
(b) <b>SUBTOTAL</b> of Unitemized Independent Expenditures .....	
(c) <b>TOTAL</b> 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*  
Signature

[Electronically Filed]    Date 11 / 03 / 2012

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

NAME OF COMMITTEE (In Full) <b>American Crossroads</b>	FEC IDENTIFICATION NUMBER <b>C</b> C00487363
Check If <input checked="" type="checkbox"/> 24-hour report <input type="checkbox"/> 48-hour report <input checked="" type="checkbox"/> New report <input type="checkbox"/> Amends report filed on	

Full Name (Last, First, Middle Initial) of Payee <b>CROSSROADS MEDIA LLC</b>		Date MM / DD / YYYY <b>11 / 03 / 2012</b>
Mailing Address <b>66 CANAL CENTER PLAZA STE 555</b>		Amount <b>376423.55</b>
City <b>ALEXANDRIA</b>	State <b>VA</b>	Zip Code <b>22314</b>
Purpose of Expenditure <b>TV / MEDIA PLACEMENT</b>	Category/Type	Transaction ID : <b>E.003</b>
Name of Federal Candidate Supported or Opposed by Expenditure: <b>BARACK OBAMA</b>		Office Sought: <input type="checkbox"/> House    State: _____ <input type="checkbox"/> Senate    District: _____ <input checked="" type="checkbox"/> President
Calendar Year-To-Date Per Election for Office Sought <b>91149446.99</b>		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
		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>UPGRADE FILMS</b>		Date MM / DD / YYYY <b>11 / 03 / 2012</b>
Mailing Address <b>3299 K ST NW, STE 200</b>		Amount <b>5357.00</b>
City <b>WASHINGTON</b>	State <b>DC</b>	Zip Code <b>20007</b>
Purpose of Expenditure <b>TV / MEDIA PRODUCTION</b>	Category/Type	Transaction ID : <b>E.004</b>
Name of Federal Candidate Supported or Opposed by Expenditure: <b>BARACK OBAMA</b>		Office Sought: <input type="checkbox"/> House    State: _____ <input type="checkbox"/> Senate    District: _____ <input checked="" type="checkbox"/> President
Calendar Year-To-Date Per Election for Office Sought <b>91149446.99</b>		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____

(a) <b>SUBTOTAL</b> of Itemized Independent Expenditures.....	<b>381780.55</b>
(b) <b>SUBTOTAL</b> of Unitemized Independent Expenditures .....	
(c) <b>TOTAL</b> Independent Expenditures.....	<b>4882030.55</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.

*Caleb Crosby*  
Signature \_\_\_\_\_ [Electronically Filed] Date MM / DD / YYYY **11 / 03 / 2012**