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On June 12, 2013, the Enterprise Freedom Action Committee's (EFAC's) 24-Hour report (Filing FEC-825337) was amended to include the following changes, as recommended by an FEC Reviewing Analyst. The corresponding Year-End Report (Filing FEC-859591) was also amended.

**Added Expenses:**

During our FY 2012 annual audit, we discovered three (3) expenses totaling \$315.01 that were related to the production of the online advertisement but not included in the original FEC filing because of an oversight. These payments--for location rental, props, and meals related to the filming of an online video advertisement--are now included in the amended filing.

**Update Actual Expenses:**

The original 24-hour report filed for the online ad described in Filing FEC-825337 (and later amended with FEC-846589 to include the calendar YTD for office sought that was left out of the original filing), although not noted as estimates, represented estimated activity in charges related to placing the advertisement and in fees paid to consultants for developing and placing the advertisement:

\* The original advertising budget was set for \$50,000, and we received a \$60,000 advertising limit using Google AdWords. However, the ad continued to run after it exceeded the original budget, and the expenditure ultimately was \$59,990.38.

\* The original development and production of the ad plus the placement fee paid to consultants for developing the ad was \$7,441.92. Upon final billing of time and placement fee costs that were adjusted for the additional advertising budget, the actual payment to the vendor was \$10,710.60.

Our original FEC filing did not indicate that the payments were estimated. As suggested by the FEC Reviewing Analyst, should EFAC engage in future independent expenditures, new filings will include a notation of "estimate" in the Expenditure Description to accommodate any similar situations.

Filed by: Kristen Eastlick, Compliance Officer

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