

24/48 HOUR REPORT OF INDEPENDENT EXPENDITURES (Schedule E)

NAME OF COMMITTEE (In Full) New Day for America
FEC IDENTIFICATION NUMBER C C00581868
Check if 24-hour report 48-hour report New report Amends report filed on

Full Name of Payee Strategic Perception, Inc.
Mailing Address 6158 Mulholland Highway
City Hollywood State CA Zip Code 90068
Purpose of Expenditure Snapchat Ad (cost is estimated) Category/Type 004
Name of Federal Candidate JOHN R KASICH Support Oppose
Calendar Year-To-Date Per Election for Office Sought 0.00

Date of Public Distribution/Dissemination 08 / 05 / 2015
Amount 5000.00
Transaction ID : SE.4121
Date of Disbursement or Obligation
Disbursement For: Primary General Other (specify)

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

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 5000.00, (b) SUBTOTAL of Unitemized Independent Expenditures, (c) TOTAL Independent Expenditures 5000.00

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 J. Matthew Yuskewich [Electronically Filed] Date 08 / 06 / 2015