

24/48 HOUR REPORT OF INDEPENDENT EXPENDITURES
(Schedule E)PAGE 1 OF 6
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) WinSenate		FEC IDENTIFICATION NUMBER ▼ C C00865444	
Check if ☒ 24-hour report ☐ 48-hour report		☒ New report ☐ Amends report filed on	

Full Name of Payee AL Media LLC			Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024		
Mailing Address 222 W Ontario St Ste 600			Amount 6400.00		
City Chicago	State IL	Zip Code 60654-3655	Transaction ID : 500174233		
Purpose of Expenditure Digital Media Buy - Estimate		Category/ Type	Date of Disbursement or Obligation MM / DD / YYYY		
Name of Federal Candidate Baldwin, Tammy, , ,		☒ Support ☐ Oppose	Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: WI		
Calendar Year-To-Date Per Election for Office Sought		24736946.52	Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶		

Full Name of Payee AL Media LLC			Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024		
Mailing Address 222 W Ontario St Ste 600			Amount 368638.00		
City Chicago	State IL	Zip Code 60654-3655	Transaction ID : 500174234		
Purpose of Expenditure Digital Media Buy - Estimate		Category/ Type	Date of Disbursement or Obligation MM / DD / YYYY		
Name of Federal Candidate Hovde, Eric, D., ,		☐ Support ☒ Oppose	Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: WI		
Calendar Year-To-Date Per Election for Office Sought		24736946.52	Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶		

(a) SUBTOTAL of Itemized Independent Expenditures..... ▶	375038.00
(b) SUBTOTAL of Unitemized Independent Expenditures ▶	
(c) TOTAL 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.

Lambe, Rebecca, , ,
Signature

Date 10 / 31 / 2024

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NAME OF COMMITTEE (In Full) WinSenate			FEC IDENTIFICATION NUMBER ▼ C C00865444		
Check if ☒ 24-hour report ☐ 48-hour report ☒ New report ☐ Amends report filed on M M / D D / Y Y Y Y Y Y					
Full Name of Payee AL Media LLC			Date of Public Distribution/Dissemination 10 / 30 / 2024		
Mailing Address 222 W Ontario St Ste 600			Amount 125000.00		
City Chicago		State IL	Zip Code 60654-3655		Transaction ID : 500174243
Purpose of Expenditure Digital Media Buy - Estimate		Category/ Type		Date of Disbursement or Obligation M M / D D / Y Y Y Y Y Y	
Name of Federal Candidate Baldwin, Tammy, , ,			☒ Support ☐ Oppose		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: WI
Calendar Year-To-Date Per Election for Office Sought 24736946.52			Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶		
Full Name of Payee Gambit Strategies			Date of Public Distribution/Dissemination 10 / 30 / 2024		
Mailing Address 2939 Van Ness St NW Apt 1006			Amount 1000000.00		
City Washington		State DC	Zip Code 20008-4605		Transaction ID : 500174235
Purpose of Expenditure Digital Media Buy - Estimate		Category/ Type		Date of Disbursement or Obligation M M / D D / Y Y Y Y Y Y	
Name of Federal Candidate McCormick, Dave, , ,			☐ Support ☒ Oppose		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: PA
Calendar Year-To-Date Per Election for Office Sought 62332802.15			Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶		
(a) SUBTOTAL of Itemized Independent Expenditures..... ▶			1125000.00		
(b) SUBTOTAL of Unitemized Independent Expenditures ▶					
(c) TOTAL Independent Expenditures..... ▶					
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Signature Lambe, Rebecca, , ,			Date 10 / 31 / 2024		

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Full Name of Payee Magnus Pearson Media		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 311 Wolfe St		Amount 12961.14
City Alexandria	State VA	Zip Code 22314-3725
Purpose of Expenditure Media Production Costs - Estimate	Category/ Type	Transaction ID : 500174228 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Brown, Sam, ,		Office Sought: ☐ House District: 00 ☒ Oppose ☐ President ☒ Senate State: NV
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

Full Name of Payee MVAR Media, LLC		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 1199 N Fairfax St Ste 220		Amount 100000.00
City Alexandria	State VA	Zip Code 22314-1437
Purpose of Expenditure Digital Media Buy - Estimate	Category/ Type	Transaction ID : 500174229 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Rogers, Michael, ,		Office Sought: ☐ House District: 00 ☒ Oppose ☐ President ☒ Senate State: MI
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures.....▶	112961.14
(b) SUBTOTAL of Unitemized Independent Expenditures▶	
(c) TOTAL Independent Expenditures.....▶	

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Signature Lambe, Rebecca, ,

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Full Name of Payee MVAR Media, LLC		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 1199 N Fairfax St Ste 220		Amount 50000.00
City Alexandria	State VA	Zip Code 22314-1437
Purpose of Expenditure Digital Media Buy - Estimate	Category/ Type	Transaction ID : 500174230 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Slotkin, Elissa, , ,		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: MI
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

Full Name of Payee MVAR Media, LLC		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 1199 N Fairfax St Ste 220		Amount 8919.59
City Alexandria	State VA	Zip Code 22314-1437
Purpose of Expenditure Digital Media Production Costs - Estimate	Category/ Type	Transaction ID : 500174236 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Rogers, Michael, , ,		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: MI
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures..... ▶	58919.59
(b) SUBTOTAL of Unitemized Independent Expenditures ▶	
(c) TOTAL Independent Expenditures..... ▶	

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Full Name of Payee MVAR Media, LLC		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 1199 N Fairfax St Ste 220		Amount 212.50
City Alexandria	State VA	Zip Code 22314-1437
Purpose of Expenditure Digital Media Production Costs - Estimate	Category/ Type	Transaction ID : 500174237 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Rogers, Michael, ,		☐ Support ☒ Oppose
		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: MI
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

Full Name of Payee MVAR Media, LLC		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 1199 N Fairfax St Ste 220		Amount 212.50
City Alexandria	State VA	Zip Code 22314-1437
Purpose of Expenditure Digital Media Production Costs - Estimate	Category/ Type	Transaction ID : 500174238 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Slotkin, Elissa, ,		☒ Support ☐ Oppose
		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: MI
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures..... ▶	425.00
(b) SUBTOTAL of Unitemized Independent Expenditures ▶	
(c) TOTAL Independent Expenditures..... ▶	

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Full Name of Payee Waterfront Strategies		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 30 / 2024
Mailing Address 3050 K St NW Ste 100		Amount 2462417.25
City Washington	State DC	Zip Code 20007-5161
Purpose of Expenditure Media Buy - Estimate	Category/ Type	Transaction ID : 500174231 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Allred, Colin, , ,		Office Sought: ☐ House District: 00 ☐ President ☒ Senate State: TX ☐ Oppose
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

Full Name of Payee		Date of Public Distribution/Dissemination MM / DD / YYYY
Mailing Address		Amount
City	State	Zip Code
Purpose of Expenditure	Category/ Type	Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate		Office Sought: ☐ House District: _____ ☐ President ☐ Senate State: _____ ☐ Oppose
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☐ General ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures..... ▶	2462417.25
(b) SUBTOTAL of Unitemized Independent Expenditures ▶	
(c) TOTAL Independent Expenditures..... ▶	4134760.98

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.

Lambe, Rebecca, , ,

Signature

Date

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10 / 31 / 2024