Clear all da

Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
B-106 Cannon Building	232 Hart Building
Washington, DC 20515	Washington, DC 20510

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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required to Complete This Page**

1. Registrant name

American Advertising Federation

2. Address ☐ Check if different than previously reported

1101 Vermont Ave. NW Suite 500

Washington DC 20005 USA

3. Principal place of business (if different than line 2)

City State/Zip or Country

4a. Contact Name b. Telephone number c. E-mail

Mr. Robert J. Kohlmeyer 202-898-0089 rkohlmeyer@aaf.org

5. Senate ID # 1411-12

7. Client Name ☒ Self

American Advertising Federation

6. House ID # 32152000

TYPE OF REPORT 8. Year 2005 Midyear (January 1-June30) ☐ OR Year End (July 1-December 3

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ ⇨ Termination Date _____ 11. No Lobbying Activi

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than $10,000 ☐

$10,000 or more ☐ ⇨ $ _____

Provide a good faith estimate, rounded to the nearest $20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting were:

Less than $10,000 ☐

$10,000 or more ☒ ⇨ $ 60,000

14. REPORTING METHOD. Check box to indicate expens accounting method. See instructions for description of option

☐ **Method A.** Reporting amounts using LDA definitions only

☒ **Method B.** Reporting amounts under section 6033(b)(8) o Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Revenue Code

EditForm

Signature _____ Date 2/15/2006

Printed Name and Title Jeffry L. Perlman, EVP & General Counsel

00133412

Registrant Name American Advertising Federation Client Name American Advertising Federation

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the r engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code ADV - Advertising (one per page)

16. Specific lobbying issues

Advertising Taxes, Food and Beverage Advertising, Pharmaceuticals Advertising, Privacy, Telecommunications

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

US House of Representatives
US Senate
Federal Trade Commission
Dept. of Health and Human Services

18. Name of each individual who acted as a lobbyist in this issue area

Name			Covered Official Position (if applicable)
Wallace S.	Snyder		President & CEO
Jeffry L.	Perlman		EVP & General Counsel
Clark	Rector	Jr.	SVP
Robert J.	Kohlmeyer		Coordinator

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Signature Jeffry L. Perlman Date 2/15/2006

Printed Name and Title Jeffry L. Perlman, EVP & General Counsel

500134113

Registrant Name American Advertising Federation Client Name American Advertising Federation

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different than line 20)

City State/Zip

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues that **no longer** pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (city and state or country)
Alliance for American Advertising	555 12th St. NW, Suite 710 Washington DC 20004 USA	Washington DC US
Davidson & Company	555 12th St. NW, Suite 710 Washington DC 20004 USA	Washington DC US

26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Owner percent client

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant, cli affiliated organization

Signature [signature] Date 2/15/2006

Printed Name and Title Jeffry L. Perlman, EVP & General Counsel

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