

FEC FORM 3X

REPORT OF RECEIPTS AND DISBURSEMENTS For Other Than An Authorized Committee

Office Use Only

1. NAME OF COMMITTEE (in full) TYPE OR PRINT Example: If typing, type over the lines. 12FE4M5 VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

ADDRESS (number and street) ONE TARGETING CENTRE WINDSOR CT 06095 Check if different than previously reported. (ACC)

2. FEC IDENTIFICATION NUMBER C C00196659 3. IS THIS REPORT NEW (N) OR AMENDED (A)

4. TYPE OF REPORT (Choose One) (a) Quarterly Reports: April 15, July 15, October 15, January 31, July 31 Mid-Year, Termination Report (b) Monthly Report Due On: Feb 20, Mar 20, Apr 20, May 20, Jun 20, Jul 20, Aug 20, Sep 20, Oct 20, Nov 20, Dec 20, Jan 31 (c) 12-Day PRE-Election Report for the: Primary, General, Runoff, Convention, Special (d) 30-Day POST-Election Report for the: General, Runoff, Special

5. Covering Period 07 / 01 / 2011 through 12 / 31 / 2011

I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Treasurer Steven Azzara

Signature of Treasurer Steven Azzara [Electronically Filed] Date 01 / 30 / 2012

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Report to the penalties of 2 U.S.C. §437g.

**SUMMARY PAGE
OF RECEIPTS AND DISBURSEMENTS**

FEC Form 3X (Rev. 02/2003)

Write or Type Committee Name

VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

Report Covering the Period: From: / / To: / /

	COLUMN A This Period	COLUMN B Calendar Year-to-Date
6. (a) Cash on Hand January 1, <input type="text" value="2011"/>	<input type="text" value="68996.50"/>	<input type="text" value="68996.50"/>
(b) Cash on Hand at Beginning of Reporting Period.....	<input type="text" value="76566.73"/>	
(c) Total Receipts (from Line 19)	<input type="text" value="11101.85"/>	<input type="text" value="22292.97"/>
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B).....	<input type="text" value="87668.58"/>	<input type="text" value="91289.47"/>
7. Total Disbursements (from Line 31).....	<input type="text" value="124.81"/>	<input type="text" value="3745.70"/>
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d)).....	<input type="text" value="87543.77"/>	<input type="text" value="87543.77"/>
9. Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	<input type="text" value="0.00"/>	
10. Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	<input type="text" value="0.00"/>	

This committee has qualified as a multicandidate committee. (see FEC FORM 1M)

For further information contact:

Federal Election Commission
999 E Street, NW
Washington, DC 20463

Toll Free 800-424-9530
Local 202-694-1100

DETAILED SUMMARY PAGE
of Receipts

FEC Form 3X (Rev. 06/2004)

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Write or Type Committee Name

VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

Report Covering the Period: From: / / To: / /

I. Receipts	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
11. Contributions (other than loans) From:		
(a) Individuals/Persons Other Than Political Committees		
(i) Itemized (use Schedule A).....	7540.00	18697.40
(ii) Unitemized	3528.90	3528.90
(iii) TOTAL (add Lines 11(a)(i) and (ii))..... ▶	11068.90	22226.30
(b) Political Party Committees	0.00	0.00
(c) Other Political Committees (such as PACs).....	0.00	0.00
(d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5)	11068.90	22226.30
12. Transfers From Affiliated/Other Party Committees.....	0.00	0.00
13. All Loans Received	0.00	0.00
14. Loan Repayments Received.....	0.00	0.00
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5).....	0.00	0.00
16. Refunds of Contributions Made to Federal Candidates and Other Political Committees.....	0.00	0.00
17. Other Federal Receipts (Dividends, Interest, etc.).....	32.95	66.67
18. Transfers from Non-Federal and Levin Funds		
(a) Non-Federal Account (from Schedule H3).....	0.00	0.00
(b) Levin Funds (from Schedule H5)	0.00	0.00
(c) Total Transfers (add 18(a) and 18(b))..	0.00	0.00
19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))..... ▶	11101.85	22292.97
20. Total Federal Receipts (subtract Line 18(c) from Line 19)..... ▶	11101.85	22292.97

DETAILED SUMMARY PAGE

of Disbursements

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II. Disbursements	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
21. Operating Expenditures:		
(a) Allocated Federal/Non-Federal Activity (from Schedule H4)		
(i) Federal Share	0.00	0.00
(ii) Non-Federal Share.....	0.00	0.00
(b) Other Federal Operating Expenditures	124.81	245.70
(c) Total Operating Expenditures (add 21(a)(i), (a)(ii), and (b))	124.81	245.70
22. Transfers to Affiliated/Other Party Committees.....	0.00	0.00
23. Contributions to Federal Candidates/Committees and Other Political Committees.....	0.00	3500.00
24. Independent Expenditures (use Schedule E)	0.00	0.00
25. Coordinated Party Expenditures (2 U.S.C. §441a(d)) (use Schedule F).....	0.00	0.00
26. Loan Repayments Made.....	0.00	0.00
27. Loans Made.....	0.00	0.00
28. Refunds of Contributions To:		
(a) Individuals/Persons Other Than Political Committees	0.00	0.00
(b) Political Party Committees	0.00	0.00
(c) Other Political Committees (such as PACs).....	0.00	0.00
(d) Total Contribution Refunds (add Lines 28(a), (b), and (c)).....	0.00	0.00
29. Other Disbursements	0.00	0.00
30. Federal Election Activity (2 U.S.C. §431(20))		
(a) Allocated Federal Election Activity (from Schedule H6)		
(i) Federal Share	0.00	0.00
(ii) "Levin" Share.....	0.00	0.00
(b) Federal Election Activity Paid Entirely With Federal Funds	0.00	0.00
(c) Total Federal Election Activity (add .. Lines 30(a)(i), 30(a)(ii) and 30(b))....	0.00	0.00
31. Total Disbursements (add Lines 21(c), 22, 23, 24, 25, 26, 27, 28(d), 29 and 30(c)) ..	124.81	3745.70
32. Total Federal Disbursements (subtract Line 21(a)(ii) and Line 30(a)(ii) from Line 31).....	124.81	3745.70

DETAILED SUMMARY PAGE
of Disbursements

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III. Net Contributions/Operating Expenditures	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
33. Total Contributions (other than loans) (from Line 11(d), page 3)	11068.90	22226.30
34. Total Contribution Refunds (from Line 28(d))	0.00	0.00
35. Net Contributions (other than loans) (subtract Line 34 from Line 33)	11068.90	22226.30
36. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))	124.81	245.70
37. Offsets to Operating Expenditures (from Line 15, page 3).....	0.00	0.00
38. Net Operating Expenditures (subtract Line 37 from Line 36)	124.81	245.70

**SCHEDULE A (FEC Form 3X)
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page		FOR LINE NUMBER: (check only one)	PAGE 6 OF 9
<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b	<input type="checkbox"/> 11c	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16 <input type="checkbox"/> 17

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)
VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

A. Suzzane C Brown
Full Name (Last, First, Middle Initial)
Mailing Address 750 North Nenter Avenue
City Los Angeles State CA Zip Code 90049
FEC ID number of contributing federal political committee. **C**
Name of Employer Valassis Communications, Inc. Occupation Chief Marketing Officers
Receipt For: Primary General Other (specify) ▼
Aggregate Year-to-Date ▼ **650.00**

Date of Receipt **12 / 31 / 2011**
Transaction ID : SA11AI.4202
Amount of Each Receipt this Period **650.00**
TMPD of \$50.00

B. Paul Giampolo
Full Name (Last, First, Middle Initial)
Mailing Address 633 Thoreau Circle
City Windsor State CT Zip Code 06095
FEC ID number of contributing federal political committee. **C**
Name of Employer Valassis Direct Mail, Inc. Occupation Dir., Dist. Init. & Mail Reqs
Receipt For: Primary General Other (specify) ▼
Aggregate Year-to-Date ▼ **260.00**

Date of Receipt **12 / 31 / 2011**
Transaction ID : SA11AI.4111
Amount of Each Receipt this Period **260.00**
TMPD of \$20.00

C. Lorne K Groe
Full Name (Last, First, Middle Initial)
Mailing Address 785 Arlington Blvd
City Ann Arbor State MI Zip Code 48104
FEC ID number of contributing federal political committee. **C**
Name of Employer Valassis Communications, Inc. Occupation Senior VP
Receipt For: Primary General Other (specify) ▼
Aggregate Year-to-Date ▼ **1300.00**

Date of Receipt **12 / 31 / 2011**
Transaction ID : SA11AI.4214
Amount of Each Receipt this Period **1300.00**
TMPD of \$100.00

SUBTOTAL of Receipts This Page (optional).....▶	2210.00
TOTAL This Period (last page this line number only).....▶	

**SCHEDULE A (FEC Form 3X)
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE NUMBER:	PAGE 7 OF 9
	(check only one)	
<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b	<input type="checkbox"/> 11c
<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 12
		<input type="checkbox"/> 15
		<input type="checkbox"/> 16
		<input type="checkbox"/> 17

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NAME OF COMMITTEE (In Full)
VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

Full Name (Last, First, Middle Initial) A. Millard Hall Jr.		Date of Receipt M M / D D / Y Y Y Y Y Y 12 / 31 / 2011
Mailing Address 10176 Dixie Highway		Transaction ID : SA11AI.4190
City Florence	State KY	Zip Code 41042
FEC ID number of contributing federal political committee. C	Amount of Each Receipt this Period 650.00	
Name of Employer Valassis Communications, Inc.	Occupation Vice President Sales	TMPD of \$50.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 650.00	

Full Name (Last, First, Middle Initial) B. Richard P Herpich		Date of Receipt M M / D D / Y Y Y Y Y Y 12 / 31 / 2011
Mailing Address 3141 West Shore Drive		Transaction ID : SA11AI.4121
City Orchard Lake	State MI	Zip Code 48324
FEC ID number of contributing federal political committee. C	Amount of Each Receipt this Period 1300.00	
Name of Employer Valassis Communications, Inc.	Occupation Executive Vice President	TMPD of \$100
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 1300.00	

Full Name (Last, First, Middle Initial) C. Beth A Keegan		Date of Receipt M M / D D / Y Y Y Y Y Y 12 / 31 / 2011
Mailing Address 306 Auburn Road		Transaction ID : SA11AI.4184
City West Hartford	State CO	Zip Code 06119
FEC ID number of contributing federal political committee. C	Amount of Each Receipt this Period 260.00	
Name of Employer Valassis Direct Mail, Inc.	Occupation VP Strategic Account	TMPD of \$20.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 260.00	

SUBTOTAL of Receipts This Page (optional).....▶	2210.00
TOTAL This Period (last page this line number only).....▶	

**SCHEDULE A (FEC Form 3X)
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page		FOR LINE NUMBER: (check only one)	PAGE 8 OF 9
<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b	<input type="checkbox"/> 11c	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16 <input type="checkbox"/> 17

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NAME OF COMMITTEE (In Full)
VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

Full Name (Last, First, Middle Initial) A. Robert Mason		Date of Receipt 12 / 31 / 2011 Transaction ID : SA11AI.4198
Mailing Address 7 Garney Hill Lane		Amount of Each Receipt this Period 1950.00 TMPD of \$150.00
City Avon	State CT	Zip Code 06001
FEC ID number of contributing federal political committee. C		
Name of Employer Valassis Communications, Inc.	Occupation Chief Sales Officer	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 1950.00	

Full Name (Last, First, Middle Initial) B. Alan F Schultz		Date of Receipt 12 / 31 / 2011 Transaction ID : SA11AI.4174
Mailing Address 10831 Seven Mile Road		Amount of Each Receipt this Period 520.00 TMPD of \$40.00
City Northville	State MI	Zip Code 48167
FEC ID number of contributing federal political committee. C		
Name of Employer Valassis Communications, Inc.	Occupation Chief Executive Officer	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 520.00	

Full Name (Last, First, Middle Initial) C. Todd Wiseley		Date of Receipt 12 / 31 / 2011 Transaction ID : SA11AI.4208
Mailing Address 1025 Coldspring Drive		Amount of Each Receipt this Period 650.00 TMPD of \$50.00
City Northfield	State MI	Zip Code 48167
FEC ID number of contributing federal political committee. C		
Name of Employer Valassis Communications inc.	Occupation General Counsel, SVP of Admin	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 650.00	

SUBTOTAL of Receipts This Page (optional).....▶	3120.00
TOTAL This Period (last page this line number only).....▶	7540.00

**SCHEDULE B (FEC Form 3X)
ITEMIZED DISBURSEMENTS**

Use separate schedule(s)
for each category of the
Detailed Summary Page

FOR LINE NUMBER:
(check only one)

<input checked="" type="checkbox"/> 21b	<input type="checkbox"/> 22	<input type="checkbox"/> 23	<input type="checkbox"/> 24	<input type="checkbox"/> 25	<input type="checkbox"/> 26
<input type="checkbox"/> 27	<input type="checkbox"/> 28a	<input type="checkbox"/> 28b	<input type="checkbox"/> 28c	<input type="checkbox"/> 29	<input type="checkbox"/> 30b

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NAME OF COMMITTEE (In Full)
VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

Full Name (Last, First, Middle Initial)

A. Bank of America, N.A.

Mailing Address P.O. Box 25118

City Tampa State FL Zip Code 33622-5118

Purpose of Disbursement
Bank Fee

Candidate Name

Office Sought: House
 Senate
 President
State: District:

Disbursement For:
 Primary General
 Other (specify) ▼

Date of Disbursement

M M M	/	D D D	/	Y Y Y Y Y Y
10		17		2011

Transaction ID : SB21B.4227

Amount of Each Disbursement this Period

20.81

Full Name (Last, First, Middle Initial)

B. Bank of America, N.A.

Mailing Address P.O. Box 25118

City Tampa State FL Zip Code 33622-5118

Purpose of Disbursement
Bank Fee

Candidate Name

Office Sought: House
 Senate
 President
State: District:

Disbursement For:
 Primary General
 Other (specify) ▼

Date of Disbursement

M M M	/	D D D	/	Y Y Y Y Y Y
11		15		2011

Transaction ID : SB21B.4228

Amount of Each Disbursement this Period

20.80

Full Name (Last, First, Middle Initial)

C. Bank of America, N.A.

Mailing Address P.O. Box 25118

City Tampa State FL Zip Code 33622-5118

Purpose of Disbursement
Bank Fee

Candidate Name

Office Sought: House
 Senate
 President
State: District:

Disbursement For:
 Primary General
 Other (specify) ▼

Date of Disbursement

M M M	/	D D D	/	Y Y Y Y Y Y
12		15		2011

Transaction ID : SB21B.4229

Amount of Each Disbursement this Period

20.81

SUBTOTAL of Disbursements This Page (optional)..... ▶

TOTAL This Period (last page this line number only)..... ▶

62.42

62.42
