



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

MS-O

February 2, 2012

VINCENT P. GIULIANO, TREASURER
VALASSIS DIRECT MAIL, INC. POLITICAL
ACTION COMMITTEE
ONE TARGETING CENTRE
WINDSOR, CT 06095

IDENTIFICATION NUMBER: C00196659

REFERENCE: CHANGE TO MONTHLY FILER

Dear Treasurer:

The Commission has received notification of your 1/30/2012 request to change to a Monthly filer of receipts and disbursements. Please be advised that under Section 104.5(c) of the Commission regulations, a committee may change its filing frequency no more than once per calendar year. A reporting schedule is provided below for the 2012 calendar year.

Report Type	Coverage Dates	Report Due For Filing
February Monthly Report	1/1/12-1/31/12	February 20, 2012
March Monthly Report	2/1/12-2/29/12	March 20, 2012
April Monthly Report	3/1/12-3/31/12	April 20, 2012
May Monthly Report	4/1/12-4/30/12	May 20, 2012
June Monthly Report	5/1/12-5/31/12	June 20, 2012
July Monthly Report	6/1/12-6/30/12	July 20, 2012
August Monthly Report	7/1/12-7/31/12	August 20, 2012
September Monthly Report	8/1/12-8/31/12	September 20, 2012
October Monthly Report	9/1/12-9/30/12	October 20, 2012
Pre-General Report	10/1/12-10/17/12	October 25, 2012
Post-General Report	10/18/12-11/26/12	December 6, 2012
Year End Report	11/27/12-12/31/12	January 31, 2013

If you have any questions, please contact David Garr in the Reports Analysis Division on the toll free number, (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division). His local number is (202) 694-1137.

VALASSIS DIRECT MAIL, INC. POLITICAL ACTION COMMITTEE

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Sincerely,

A handwritten signature in black ink, appearing to read "Jodi Winship". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Jodi Winship
Chief, Compliance Branch
Reports Analysis Division

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