

FEC FORM 3X

REPORT OF RECEIPTS AND DISBURSEMENTS For Other Than An Authorized Committee

Office Use Only

1. NAME OF COMMITTEE (in full) USE FEC MAILING LABEL OR TYPE OR PRINT Example: If typing, type over the lines Valassis Direct Mail, Inc. Political Action Committee

ADDRESS (number and street) One Targeting Centre Windsor CT 06095

2. FEC IDENTIFICATION NUMBER 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 Report, 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 Report for the: Primary, General, Runoff, Convention, Special (d) 30-Day Report for the: Post-Election, General, Runoff, Special

5. Covering Period 01 01 2011 through 06 30 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 A Azzara

Signature of Treasurer Electronically Filed by Steven A Azzara Date 07 29 2011

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

Table with 10 columns and 1 row. Column 1: Office Use Only. Column 9: FEC FORM 3X (Rev. 12/2004)

**SUMMARY PAGE**  
**OF RECEIPTS AND DISBURSEMENTS**

Write or Type Committee Name  
Valassis Direct Mail, Inc. Political Action Committee

Report Covering the Period: From: 

M	M
0	1

D	D
0	1

Y	Y	Y	Y
2	0	1	1

 To: 

M	M
0	6

D	D
3	0

Y	Y	Y	Y
2	0	1	1

	COLUMN A This Period	COLUMN B Calendar Year-to-Date								
6. (a) Cash on Hand January 1 <table border="1"><tr><td>X</td><td>Y</td><td>Y</td><td>Y</td></tr><tr><td>2</td><td>0</td><td>1</td><td>1</td></tr></table>	X	Y	Y	Y	2	0	1	1		68996.50
X	Y	Y	Y							
2	0	1	1							
(b) Cash on Hand at Beginning of Reporting Period .....	68996.50									
(c) Total Receipts (from Line 19) .....	11191.12	11191.12								
(d) Subtotal (add lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B) .....	80187.62	80187.62								
7. Total Disbursements (from Line 31) .....	3620.89	3620.89								
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d)) .....	76566.73	76566.73								
9. Debts and Obligations owed <b>TO</b> the committee (Itemize all on Schedule C and/or Schedule D) .....	0.00									
10. Debts and Obligations owed <b>BY</b> the committee (Itemize all on Schedule C and/or Schedule D) .....	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**

Write or Type Committee Name

Valassis Direct Mail, Inc. Political Action Committee

Report Covering the Period: From: 

M	M
0	1

D	D
0	1

Y	Y	Y	Y
2	0	1	1

 To: 

M	M
0	6

D	D
3	0

Y	Y	Y	Y
2	0	1	1

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	7540.00
(ii) Unitemized .....	3617.40	3617.40
(iii) TOTAL (add Lines 11(a)(i) and (ii) .....	11157.40	11157.40
(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) .....	11157.40	11157.40
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.) .....	33.72	33.72
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 Transfer (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)) .....	11191.12	11191.12
20. Total Federal Receipts (subtract Line 18(c) from Line 19) .....	11191.12	11191.12

II. DISBURSEMENTS	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
21. Operating Expenditures:		
(a) Shared 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.....	120.89	120.89
(c) Total Operating Expenditures (add 21(a)(i), (a)(ii) and (b))..... ▶	120.89	120.89
22. Transfers to Affiliated/Other Party Committees.....	0.00	0.00
23. Contributions to Federal Candidates/Committees and Other Political Committees.....	3500.00	3500.00
24. Independent Expenditure (use Schedule E) .....	0.00	0.00
25. Coordinated Expenditures Made by Party Committees (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) Shared 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))..	3620.89	3620.89
32. Total Federal Disbursements (subtract Line 21(a)(ii) and Line 30(a)(ii) from Line 31).....	3620.89	3620.89

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) .....	11157.40	11157.40
34. Total Contribution Refunds (from Line 28(d)) .....	0.00	0.00
35. Net Contributions (other than loans) (subtract Line 34 from Line 33) .....	11157.40	11157.40
36. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b)).....	120.89	120.89
37. Offsets to Operating Expenditures (from Line 15, page 3) .....	0.00	0.00
38. Net Operating Expenditures (subtract Line 37 from Line 36) .....	120.89	120.89

**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 / 9
	<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b
	<input type="checkbox"/> 13	<input type="checkbox"/> 14
	<input type="checkbox"/> 11c	<input type="checkbox"/> 12
	<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

<b>A.</b>	Full Name (Last, First, Middle Initial) Suzanne C Brown	Date of Receipt MM / DD / YYYY 06 / 23 / 2011
	Mailing Address 750 North Nenter Avenue	<b>Transaction ID:</b> SA11AI.10984
	City State Zip Code Los Angeles CA 90049	Amount of Each Receipt this Period 650.00
	FEC ID number of contributing federal political committee. <b>C</b>	Twice monthly payroll deduction of \$50.00
Name of Employer Valassis Communications, Inc.	Occupation Chief Marketing Officer	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 650.00	

<b>B.</b>	Full Name (Last, First, Middle Initial) Paul (none) Giampolo	Date of Receipt MM / DD / YYYY 06 / 23 / 2011
	Mailing Address 633 Thoreau Circle	<b>Transaction ID:</b> SA11AI.10937
	City State Zip Code Windsor CT 06095	Amount of Each Receipt this Period 260.00
	FEC ID number of contributing federal political committee. <b>C</b>	Twice monthly payroll deduction of \$20.00
Name of Employer ADVO, Inc.	Occupation Dir., Dist. Init. & Mail Reqs	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 260.00	

<b>C.</b>	Full Name (Last, First, Middle Initial) Lorne K Groe	Date of Receipt MM / DD / YYYY 06 / 23 / 2011
	Mailing Address 785 Arlington Boulevard	<b>Transaction ID:</b> SA11AI.10990
	City State Zip Code Ann Arbor MI 48104	Amount of Each Receipt this Period 1300.00
	FEC ID number of contributing federal political committee. <b>C</b>	Twice monthly payroll deduction of \$100.00
Name of Employer Valassis Communications, Inc.	Occupation Senior Vice President	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 1300.00	

<b>SUBTOTAL</b> of Receipts This Page (optional) .....	<b>2210.00</b>
<b>TOTAL</b> 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 7 / 9
	<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b
	<input type="checkbox"/> 13	<input type="checkbox"/> 14
	<input type="checkbox"/> 11c	<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

<b>A.</b>	Full Name (Last, First, Middle Initial) Millard Hall, Jr	Date of Receipt MM / DD / YYYY 06 / 23 / 2011
	Mailing Address 10176 Dixie Highway	<b>Transaction ID:</b> SA11AI.10977
	City State Zip Code Florence KY 41042	Amount of Each Receipt this Period 650.00
	FEC ID number of contributing federal political committee. <b>C</b>	Twice monthly payroll deduction of \$50.00
Name of Employer Valassis Communications, Inc.	Occupation Vice President Sales	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 650.00	

<b>B.</b>	Full Name (Last, First, Middle Initial) Richard P Herpich	Date of Receipt MM / DD / YYYY 06 / 23 / 2011
	Mailing Address 3141 West Shore Drive	<b>Transaction ID:</b> SA11AI.10943
	City State Zip Code Orchard Lake MI 48324	Amount of Each Receipt this Period 1300.00
	FEC ID number of contributing federal political committee. <b>C</b>	Twice monthly payroll deduction of \$100.00
Name of Employer Valassis Communications, Inc.	Occupation Executive Vice President	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 1300.00	

<b>C.</b>	Full Name (Last, First, Middle Initial) Beth A. Keegan	Date of Receipt MM / DD / YYYY 06 / 23 / 2011
	Mailing Address 306 Auburn Road	<b>Transaction ID:</b> SA11AI.10974
	City State Zip Code West Hartford CT 06119	Amount of Each Receipt this Period 260.00
	FEC ID number of contributing federal political committee. <b>C</b>	Twice monthly payroll deduction of \$20.00
Name of Employer ADVO, Inc.	Occupation VP Strategic Account	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 260.00	

<b>SUBTOTAL</b> of Receipts This Page (optional) .....	<b>2210.00</b>
<b>TOTAL</b> 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 8 / 9  
(check only one)  
 11a    11b    11c    12  
 13    14    15    16    17

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NAME OF COMMITTEE (In Full)  
Valassis Direct Mail, Inc. Political Action Committee

**A.** Full Name (Last, First, Middle Initial)  
Robert Mason

Mailing Address 7 Garnet Hill Lane

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:  Primary  General  Other (specify) ▼

Aggregate Year-to-Date ▼ 1950.00

Date of Receipt 06 / 23 / 2011

**Transaction ID:** SA11AI.10980

Amount of Each Receipt this Period 1950.00

Twice monthly payroll deduction of \$150.00

**B.** Full Name (Last, First, Middle Initial)  
Alan F Schultz

Mailing Address 10831 Seven Mile Road

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:  Primary  General  Other (specify) ▼

Aggregate Year-to-Date ▼ 520.00

Date of Receipt 06 / 23 / 2011

**Transaction ID:** SA11AI.10969

Amount of Each Receipt this Period 520.00

Twice monthly payroll deduction of \$40.00

**C.** Full Name (Last, First, Middle Initial)  
Todd Wiseley

Mailing Address 1025 Coldspring Drive

City Northville 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 Administration

Receipt For:  Primary  General  Other (specify) ▼

Aggregate Year-to-Date ▼ 650.00

Date of Receipt 06 / 23 / 2011

**Transaction ID:** SA11AI.10987

Amount of Each Receipt this Period 650.00

Twice monthly payroll deduction of \$50.00

**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 type="checkbox"/> 21b	<input type="checkbox"/> 22	<input checked="" 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

**A.** Full Name (Last, First, Middle Initial)  
**CARPER FOR SENATE**

Mailing Address 19 EAST COMMONS BLVD SECOND FLOOR

City NEW CASTLE State DE Zip Code 19720

Purpose of Disbursement  Category/Type

Candidate Name THOMAS R CARPER

Office Sought:  House  Senate  President  
State: DE District: 00

Disbursement For: 2012  
 Primary  General  
 Other (specify) ▼

**Transaction ID:** SB23.10920  
**Date of Disbursement:** 03 / 28 / 2011

Amount of Each Disbursement this Period  
1000.00

**B.** Full Name (Last, First, Middle Initial)  
**ISSA FOR CONGRESS**

Mailing Address PO BOX 760

City VISTA State CA Zip Code 92085

Purpose of Disbursement  Category/Type

Candidate Name DARRELL ISSA

Office Sought:  House  Senate  President  
State: CA District: 49

Disbursement For: 2012  
 Primary  General  
 Other (specify) ▼

**Transaction ID:** SB23.10914  
**Date of Disbursement:** 02 / 25 / 2011

Amount of Each Disbursement this Period  
2500.00

<b>SUBTOTAL</b> of Disbursements This Page (optional) .....	▶	3500.00
<b>TOTAL</b> This Period (last page this line number only) .....	▶	3500.00