



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

MS-O

February 4, 2013

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

IDENTIFICATION NUMBER: C00196659

REFERENCE: CHANGE TO QUARTERLY FILER

Dear Treasurer:

The Commission has received notification of your 1/29/2013 request to change from a Monthly filer to a Quarterly filer of receipts and disbursements.

Please note that during years that have no scheduled federal election, quarterly filers are required only to file semi-annually. 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. Attached is a reporting schedule for the 2013 calendar year.

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.

Sincerely,

A handwritten signature in black ink, appearing to read "Jodi Winship".

Jodi Winship
Chief, Compliance Branch
Reports Analysis Division

2013 Semi-Annual Filing Schedule

| Report Type | Coverage dates | Due Date |
|--------------------|-----------------------|-----------------|
| Mid-Year | 1/1/2013 - 6/30/2013 | 7/31/2013 |
| Year End | 7/1/2013 - 12/31/2013 | 1/31/2014 |