Image# 12961019835 PAGE 1 / 7

FEC FORM 3X

REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee

Office Use C										e Only		
1.	NAME OF COMMITTEE (in ful		E OR P	RINT ▼		mple: If typi r the lines.	ng, type	12FE4M	5			
D	IRECT VOICE,	THE POLI	TICAL	ACTION	N COMMIT	TEE OF T	THE DIREC	CT MARK	(ETING	ASSO	CIATION	
Ш												
ΑĐ	DRESS (number and s	street)	615 L ST	REET, NW								
ŗ	Check if differe		SUITE 1100									
L	than previously reported. (ACC		WASHINGTON DC 20036 -									
2.	FEC IDENTIFICAT	ION NUMB	ER ▼	_	CITY ▲		S	STATE 🛦		ZIP COI	DE 🛦	
	C C00235309				3. IS THIS REPORT		NEW (N) OR		MENDED A)			
4.	TYPE OF REPO (Choose One)	RT	(b) Mont Repo	ort	Feb 20 (M2)		May 20 (M5)	Au	g 20 (M8)		Nov 20 (M11) (Non-Election Year Only)	
	(a) Quarterly Repor	ts:	Due		Mar 20 (M3)		Jun 20 (M6)	Se	p 20 (M9)		Dec 20 (M12) (Non-Election Year Only)	
	April 15	. (0.1)			Apr 20 (M4)		Jul 20 (M7)	Oc	t 20 (M10)		Jan 31 (YE)	
	Quarterly F		(c)	12-Day PRE-Electio	E-Election			Genera	Runoff (12R)			
	Quarterly R October 15	,		Report for t				Special (12S)				
	Quarterly F January 31 Year-End F			E	Election on	1 <u>1</u> 1	06	2012	Y	in the State of DC		
	July 31 Mic Report (No	d-Year n-election	(d)	30-Day POST-Electi		General (300	3)	Runoff	(30B)		Special (30S)	
	Year Only) Termination			Report for the		General (300	3)	Hulloli	(30H)	ш	Special (303)	
	(TER)			E	Election on	M = M /	D = D /	Y Y Y Y	Y	in the State of		
5.	Covering Period	10	01		012	through	10	/ D D D 17_	/ Y Y 201	2		
l ce	ertify that I have exar	nined this R	eport ar	nd to the be	est of my kno	wledge and	belief it is tru	e, correct a	nd complet	e.		
Тур	pe or Print Name of T	reasurer L	inda Wo	olley	-							
Sig	nature of Treasurer	Linda Woo	olley			[Electronicall	y Filed] D	ate 10	M / D 25	D /	2012	
NO [°]	TE: Submission of fals	se, erroneous	, or inco	mplete infor	mation may su	bject the per	son signing th	is Report to	the penaltie	es of 2 U	J.S.C. §437g.	
	Office Use Only									FOR lev. 12/20		

SUMMARY PAGE OF RECEIPTS AND DISBURSEMENTS

FEC Form 3X (Rev. 02/2003)

Write or Type Committee Name

DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT MARKETING ASSOCIATION

	COLUMN A This Period	COLUMN B Calendar Year-to-Date
(a) Cash on Hand January 1, 2012		32205.57
(b) Cash on Hand at Beginning of Reporting Period	21020.11	
(c) Total Receipts (from Line 19)	7500.00	38030.00
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	28520.11	70235.57
Total Disbursements (from Line 31)	25.91	41741.37
Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	28494.20	28494.20
Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	0.00	
. Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	0.00	

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)

Write or Type Committee Name

DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT MARKETING ASSOCIATION

11. Contributions (other than loans) From: (a) Individuals/Persons Other	I Possinto	COLUMN A	COLUMN B
(a) Individuals/Persons Other Than Political Committees (i) Itemized (use Schedule A)	I. Receipts	Total This Period	Calendar Year-to-Date
Than Political Committees (i) Itemized (use Schedule A)	•		
(ii) Itemized (use Schedule A)			
(ii) Unitemized (iii) TOTAL (add Lines 11(a)(i) and (ii)		7500.00	26100.00
(iii) TOTAL (add Lines 11(a)(i) and (ii)	(i) Itemized (use Schedule A)		20.000
(iii) TOTAL (add Lines 11(a)(i) and (ii)	(ii) Unitemized	0.00	930.00
(b) Political Party Committees			
(c) Other Political Committees (such as PACs)	Lines 11(a)(i) and (ii)	7500.00	27030.00
(c) Other Political Committees (such as PACs)	(b) Political Party Committees	0.00	0.00
(d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5)			
(d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5)	` '	0.00	11000.00
Totals to Line 33, page 5)			
12. Transfers From Affiliated/Other Party Committees	11(a)(iii), (b), and (c)) (Carry		
Party Committees	Totals to Line 33, page 5)	7500.00	38030.00
13. All Loans Received			
14. Loan Repayments Received	Party Committees	0.00	0.00
14. Loan Repayments Received	10. All Leans Descived	0.00	0.00
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5)	13. All Loans Received		0.00
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5)	14 Loan Panayments Received	0.00	0.00
(Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5)			0.00
(Carry Totals to Line 37, page 5)			
16. Refunds of Contributions Made to Federal Candidates and Other Political Committees		0.00	0.00
to Federal Candidates and Other Political Committees	· · · · · · · · · · · · · · · · · · ·	7	
17. Other Federal Receipts (Dividends, Interest, etc.)			
(Dividends, Interest, etc.)	Political Committees	0.00	0.00
18. Transfers from Non-Federal and Levin Funds (a) Non-Federal Account (from Schedule H3)	17. Other Federal Receipts		
(a) Non-Federal Account (from Schedule H3)			0.00
(from Schedule H3)		unds	
(b) Levin Funds (from Schedule H5)		0.00	
(c) Total Transfers (add 18(a) and 18(b)) 19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶ 7500.00	(from Schedule H3)	0.00	0.00
(c) Total Transfers (add 18(a) and 18(b)) 19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶ 7500.00	#	0.00	0.00
19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶ 7500.00 38030	(b) Levin Funds (from Schedule H5)		0.00
19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶ 7500.00 38030	(c) Total Transfers (add 18(a) and 18(b))	0.00	0.00
12, 13, 14, 15, 16, 17, and 18(c)) ► 7500.00	(, , , , , , , , , , , , , , , , , , ,		0.00
12, 13, 14, 15, 16, 17, and 18(c)) ► 7500.00	19. Total Receipts (add Lines 11(d)		
		7500.00	38030.00
20. Total Federal Receipts	,,,,,,	7 7 7	
	20. Total Federal Receipts		
(subtract Line 18(c) from Line 19) ▶ 7500.00		7500.00	38030.00

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 4

	II. Disbursements	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
1. O (a	perating Expenditures: Allocated Federal/Non-Federal Activity (from Schedule H4)	101111111111111111111111111111111111111	Calonidar Four to Bato
	(i) Federal Share	0.00	0.00
	(ii) Non-Federal Share	0.00	0.00
(b	Other Federal Operating Expenditures	25.91	741.37
(c) Total Operating Expenditures		
_	(add 21(a)(i), (a)(ii), and (b))▶	25.91	741.37
	ransfers to Affiliated/Other Party	0.00	0.00
. Co Fe	ommitteesontributions to ederal Candidates/Committees	0.00	
ar	nd Other Political Committeesdependent Expenditures	0.00	40500.00
(u	se Schedule E)	0.00	0.00
. Co (2 (u	oordinated Party Expenditures ! U.S.C. §441a(d)) se Schedule F)	0.00	0.00
Lo	pan Repayments Made	0.00	0.00
	pans Made	0.00	0.00
(a	efunds of Contributions To: i) Individuals/Persons Other Than Political Committees	0.00	0.00
(b	Political Party Committees	0.00	0.00
(C		7 7	
	(such as PACs)	0.00	0.00
(d	,	0.00	0.00
	(add Lines 28(a), (b), and (c))▶	0.00	0.00
. O	ther Disbursements	0.00	500.00
	ederal Election Activity (2 U.S.C. §431(20)) a) Allocated Federal Election Activity		
(α	(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
_	Atal Diahumananah (ad History 24/2) 22		, , , , , , , , , , , , , , , , , , , ,
	otal Disbursements (add Lines 21(c), 22, 3, 24, 25, 26, 27, 28(d), 29 and 30(c))	25.91	41741.37
To	otal Federal Disbursements		
(s	ubtract Line 21(a)(ii) and Line 30(a)(ii)	25.91	41741.37
iro	om Line 31)	23.91	41/41.3/

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 5

III. Net Contributions/Operating Expenditures	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date				
3. Total Contributions (other than loans) (from Line 11(d), page 3)	7500.00	38030.00				
4. Total Contribution Refunds (from Line 28(d))	0.00	0.00				
5. Net Contributions (other than loans) (subtract Line 34 from Line 33)	7500.00	38030.00				
6. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))▶	25.91	741.37				
7. Offsets to Operating Expenditures (from Line 15, page 3)	0.00	0.00				
8. Net Operating Expenditures (subtract Line 37 from Line 36)	25.91	741.37				

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

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

	LINE	PAGE		6	OF		7			
(check only one)										
X	X 11a 11b						12	2		
	13		14		15		16	6		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.

or for commercial purposes, other than using the	e name and address of any political committee to	o solicit contributions from such committee.				
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL A	ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION				
Full Name (Last, First, Middle Initial) James Joel Quadracci Mailing Address N63W23075 Highway 74	James Joel Quadracci					
City Sussex	State Zip Code WI 53089	10 05 2012 Transaction ID : SA11AI.9118				
FEC ID number of contributing federal political committee.	C	Amount of Each Receipt this Period 5000.00				
Name of Employer Quad/Graphics, Inc. Receipt For:	Occupation President & CEO	Contribution to Direct Voice PAC				
Primary General Other (specify) ▼	Aggregate Year-to-Date ▼ 5000.00					
Full Name (Last, First, Middle Initial) Jay Schwedelson Mailing Address 3000 North Military Trail		Date of Receipt 10 15 2012				
City Boca Raton	State Zip Code FL 33431	Transaction ID : SA11AI.9119 Amount of Each Receipt this Period				
FEC ID number of contributing federal political committee.	C	2500.00				
Name of Employer Worldata	Occupation President/CEO	Contribution to Direct Voice PAC				
Receipt For: Primary General Other (specify) ▼	Aggregate Year-to-Date ▼ 2500.00					
Full Name (Last, First, Middle Initial)		Date of Receipt				
Mailing Address City	State Zip Code	M = M / D = D / Y = Y = Y				
-	State Zip Code	Amount of Each Receipt this Period				
FEC ID number of contributing federal political committee.	C					
Name of Employer Receipt For:	Occupation					
Primary General Other (specify) ▼	Aggregate Year-to-Date ▼					
SUBTOTAL of Receipts This Page (optional)	>	7500.00				
TOTAL This Period (last page this line number	only)	7500.00				

S 17

SCHEDULE B (FEC For			EOD !!	INIE N''	NUMBER: PAGE 7 OF 7													
ITEMIZED DISBURSEME	-		arate schedule(s)	(check		L NOMBLIT.												
LIVIIZED DIGDUNGLIVIE		category of the Summary Page	X 21b		· _ /					25	<u>26</u>							
		Detailed	Julillary Fage	2	27	28a	2	28b	Н	28c	29	30b						
Any information copied from such Re	ports and Staten	nents may	not be sold or us	sed by any p	person	for the	purpo	se o	of so	liciting	contrib	utions						
or for commercial purposes, other that																		
NAME OF COMMITTEE (In Full)																		
igr angle DIRECT VOICE, THE POL	ITICAL ACTI	ON COM	MITTEE OF	THE DIRE	ECT N	MARK	ETIN	G /	ASS	OCIA	NOIT							
Full Name (Last First Middle 199	-1\				-													
Full Name (Last, First, Middle Initia	ai)					Date o	f Dich	urco	men	+								
A. PNC Bank						Date 0					V	V						
Mailing Address 1629 K Street, NW		10 01 2012																
City	City State Zip Code									21R 91	121							
Washington											Transaction ID : SB21B.9121							
Purpose of Disbursement PNC Checking Account Fees	001	7	Amount of Each Disbursement this Period															
Candidate Name					-	Amoun	IL OI L	acii	טוטט	uiscille	, III IIII	Teriou						
DIRECT VOICE, THE POLITICAL ACTION COMM	ITTEE OF THE DIRECT	MARKETING A	ASSOCIATION	Category/ Type	'					, m	1	9.86						
Office Sought: House	Disburser	nent For:		.,,,,	\dashv		,			,								
Senate		Primary	General															
President		Other (spe	ecify) 🔻															
State: District:																		
Full Name (Last, First, Middle Initia																		
B. PNC Bank	PNC Bank							Date of Disbursement										
Mailing Address 4000 K Ower N	Mailing Address 1629 K Street, NW							0	D	/ Y	2012	Y						
Mailing Address 1629 K Street, NV	V					10	- 1	U	2		2012	_						
City		State	Zip Code			Transaction ID : SB21B.9122												
Washington	DC 20006							Transaction ID: SB21B.9122										
Purpose of Disbursement PNC Banking Merchant Fee	Purpose of Disbursement PNC Banking Merchant Fee																	
Candidate Name				001	_	Amount of Each Disbursement this Period						Period						
DIRECT VOICE, THE POLITICAL ACTION COMM	IITTEE OF THE DIREC	T MARKETING ASSOCIATION Category/ Type				6.05												
Office Sought: House	Disburser	nent For:		Туре	-		,			,								
Senate		Primary	General															
President		Other (spe	ecify) 🔻															
State: District:																		
Full Name (Last, First, Middle Initia	al)																	
C.					Date of Disbursement													
Moiling Address								M M / D D / Y Y Y Y										
Mailing Address	Mailing Address							_	-			_						
City		State	Zip Code		+													
•																		
Purpose of Disbursement					$\neg \top$													
Candidate Name					_ _	Amoun	t of E	ach	Disb	urseme	ent this	Period						
Candidate Name				Category/ Type	/													
Office Sought: House	Office Sought: House Disbursement For:						7	_		7								
Senate		Primary	General															
President		Other (spe	ecify) 🔻															
State: District:			<u> </u>															
							_											
SUBTOTAL of Disbursements This F	Page (optional)				•		, ,			7	2	5.91						
					_		-				2	5.91						
TOTAL This Period (last page this li	ne number only)						1 4				Z;	0.01						