#### Edgar Filing: VALASSIS COMMUNICATIONS INC - Form 4

#### VALASSIS COMMUNICATIONS INC

Form 4

August 09, 2007

# FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

**OMB APPROVAL** 

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January 31,

2005

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section

30(h) of the Investment Company Act of 1940

See Instruction 1(b).

obligations

may continue.

(Print or Type Responses)

1. Name and Address of Reporting	Person * 2. Is	suer Name <b>and</b> Ticker or Trading	5. Relationship of Reporting Person(s) to			
RECCHIA ROBERT L		ol ASSIS COMMUNICATIONS [VCI]	(Check all applicable)			
(Last) (First) (VALASSIS COMMUNICA INC., 19975 VICTOR PARI	TIONS, 08/08	e of Earliest Transaction h/Day/Year) 8/2007	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) EVP and CFO			
(Street) LIVONIA, MI 48152		amendment, Date Original Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City) (State)	(Zip) T	'able I - Non-Derivative Securities Acq	uired, Disposed of, or Beneficially Owned			
1.Title of 2. Transaction Date Security (Month/Day/Year) (Instr. 3)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 3, 4 and 5)	5. Amount of 6. 7. Nature of Securities Ownership Indirect Beneficially Form: Beneficial Owned Direct (D) Ownership Following or Indirect (Instr. 4) (Instr. 3 and 4)			
Common O8/08/2007 Stock	08/09/2007	I 19,092 A \$ 10.4753	By Valassi Employees Retirement Savings Plan			
Common Stock			24,034 (1) (2) D			

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form

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displays a currently valid OMB control

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)		4. Transactio	5. orNumber	6. Date Exerc Expiration D		7. Title Amoun		8. Price of Derivative	9. Nu Deriv
Security (Instr. 3)	or Exercise Price of Derivative Security	(Mona, Day) Teal)	any (Month/Day/Year)	Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/ e		Underly Securiti (Instr. 3	ying les	Security (Instr. 5)	Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title N	Amount or Number of Shares		

### **Reporting Owners**

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
RECCHIA ROBERT L					
VALASSIS COMMUNICATIONS, INC.	X		EVP and CFO		
19975 VICTOR PARKWAY	Λ		EVF and CFO		
LIVONIA, MI 48152					

## **Signatures**

Steven M. Mitzel, by Power of Attorney 08/09/2007

\*\*Signature of Reporting Person Date

## **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents number of securities beneficially owned as of August 9, 2007.
- (2) Includes 229 shares acquired through VCI's Employee Stock Purchase Plan since the date of the reporting person's last ownership report. Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Reporting Owners 2