

VALASSIS COMMUNICATIONS INC  
 Form 4  
 December 30, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Goolsby Ronald

2. Issuer Name and Ticker or Trading Symbol  
 VALASSIS COMMUNICATIONS INC [VCI]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 19975 VICTOR PARKWAY  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 12/27/2013

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Chief Operating Officer

LIVONIA, MI 48167  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	12/27/2013		M		28,000	A	\$ 1.32 92,277
Common Stock	12/27/2013		F		12,425	D	\$ 34.74 79,852
Common Stock	12/27/2013		M		800	A	\$ 1.79 80,652
Common Stock	12/27/2013		F		392	D	\$ 34.74 80,260
Common Stock	12/27/2013		M		300	A	\$ 1.35 80,560

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Common Stock	12/27/2013	F	145	D	\$ 34.74	80,415	D	
Common Stock	12/27/2013	M	4,000	A	\$ 6.3	84,415	D	
Common Stock	12/27/2013	F	2,238	D	\$ 34.74	82,177	D	
Common Stock						1,594	I	Valassis Employees' Retirement Savings Plan

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

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 1.32	12/27/2013		M	28,000	<u>(1)</u> 01/01/2019	Common Stock	28,000	
Employee Stock Option (Right to Buy)	\$ 1.79	12/27/2013		M	800	<u>(2)</u> 01/09/2019	Common Stock	800	
Employee Stock Option (Right to Buy)	\$ 1.35	12/27/2013		M	300	<u>(3)</u> 02/27/2019	Common Stock	300	

Employee Stock Option (Right to Buy)	\$ 6.3	12/27/2013	M	4,000	(4)	07/14/2019	Common Stock	4,000
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Goolsby Ronald 19975 VICTOR PARKWAY LIVONIA, MI 48167			Chief Operating Officer	

## Signatures

Linda J. Schalek, by Power of Attorney	12/30/2013
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\*\*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) This option, representing a right to purchase a total of 35,000 shares, vested at a rate of 20% per year, beginning on January 1, 2010.
- (2) This option, representing a right to purchase a total of 1,000 shares, vested at a rate of 20% per year beginning on January 9, 2010.
- (3) This option, representing a right to purchase a total of 300 shares, vested at a rate of 33 1/3% per year beginning on February 27, 2009.
- (4) This option, representing a right to purchase a total of 5,000 shares, vested at a rate of 20% per year beginning on July 14, 2010.

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.