Edgar Filing: ANDERSON JOSEPH B JR - Form 4

ANDERSON	N JOSEPH B JF	ξ									
Form 4											
May 11, 201											
FORM	14		CECUT				NCEO			PROVAL	
UNITED STATES SECURITIES AND EXCHANGE C Washington, D.C. 20549					NGE C	OMMISSION	OMB Number:	3235-0287			
Check the								January 31			
if no long subject to		EMENT O	F CHAN	NGES IN BENEFICIAL OWNERSHIP (Expires: 2005 Estimated average		
Section 16.				SECURITIES					burden hours per		
	Form 4 or							response	0.5		
Form 5 obligation	no *						•	e Act of 1934,			
may cont				•	•	· ·		1935 or Section	1		
See Instru		30(h)	of the In	vestment	Compan	y Ac	t of 194	0			
1(b).											
(Print or Type I	Responses)										
1 Name and A	ddress of Deportin	ng Derson *	2.1		T . 1			5 Palationship of	Deporting Dars	oon(s) to	
ANDERSON JOSEPH B JR Symbol				er Name and Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer			
						דער	ONS				
	VALASSIS COMMUNICATIONS INC [VCI]					(Check all applicable)					
(Last)	(First)	(Middle)	3. Date of Earliest TransactionX Direc				X Director	or 10% Owner			
			(Month/E	ay/Year)	/Year)			Officer (give title Other (specify below)			
VALASSIS COMMUNICATIONS, 05/12 INC., 19975 VICTOR PARKWAY			05/11/2	5/11/2010							
INC., 19973		K W A I									
				Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
Filed(Mo				Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person			
LIVONIA,	MI 48152							Form filed by M Person			
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of	2. Transaction D	ate 2A. Deer	med	3.	4. Securi	ties A	cquired	5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Yea	on Date, if Transaction(A) or Disposed of (D)					Securities Form: Direct				
(Instr. 3)		any (Month/l	Code (Instr. 3, 4 and 5) Day/Year) (Instr. 8)					Beneficially Owned	(D) or Beneficial Indirect (I) Ownership	Beneficial Ownership	
		(WOIIIII)	Day/Teal)	(111501.0)				Following	(Instr. 4)	(Instr. 4)	
						(A)		Reported	. ,	. ,	
						or		Transaction(s)			
				Code V	Amount	(D)	Price	(Instr. 3 and 4)			
Common	05/11/2010			М	5,000	А	\$ 1.59	11,444	D		
Stock		5,000			··· • 1.07			2			
Common	05/11/2010			S	5,000	D	\$	6,444	D		
Stock	03/11/2010			3	5,000	D	33.25	0,444	D		

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Edgar Filing: ANDERSON JOSEPH B JR - Form 4

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. Transactio Code (Instr. 8)	5. Number on f Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	e Expiration Da	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Director Stock Option (Right to Buy)	\$ 1.59	05/11/2010		М	5,000	04/01/2010	04/01/2019	Common Stock	5,000	

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
ANDERSON JOSEPH B JR VALASSIS COMMUNICATIONS, INC. 19975 VICTOR PARKWAY LIVONIA, MI 48152	Х					
Signatures						
Linda J. Schalek, by Power of Attorney	05/11/2010					
**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).

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.