Edgar Filing: Mason Robert - Form 4

Mason Rob Form 4	ert											
March 27, 2	2008											
FORM	Λ4	~ ~								OMB A	PPROVA	۹L
	UNITED	STATES		RITIES Ishingto				E COMMISSIO	N	OMB Number:	3235-028	
Check ti if no lor subject Section Form 4 Form 5 obligation may con <i>See</i> Inst 1(b).	nger to 16. or Filed pur ^{Dns} Section 17(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								Expires: January 31, 2005 Estimated average burden hours per response 0.5		
(Print or Type	Responses)											
1. Name and Address of Reporting Person <u>*</u> Mason Robert			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) (1	(First) (Middle) 3			3. Date of Earliest Transaction				Director 10% Owner			
19975 VICTOR PARKWAY			(Month/Day/Year) 10/01/2007				XOfficer (give titleOther (specify below) below) Chief Sales Officer					
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			Applicable Line)	_X_ Form filed by One Reporting Person					
LIVONIA,	MI 48152							Form filed by Person	y Mo	ore than One R	eporting	
(City)	(State)	(Zip)	Tab	ole I - Non	1-De	erivative	Securities	Acquired, Disposed	of,	or Beneficia	lly Owne	d
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transacti Code (Instr. 8) Code V	tion/ I) (Disposed Instr. 3, 4	(A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Fc (D (I)	Ownership orm: Direct 0) or Indirect 1) nstr. 4)	7. Natura Indirect Benefici: Ownersh (Instr. 4)	al 11p
Reminder: Re	port on a separate line	for each cla	ass of sec	urities ben	nefic	cially ow	ned directly	or indirectly.				
						Perso inforn requii	ns who re nation cor red to resp ays a curre	espond to the collection ntained in this form bond unless the for ently valid OMB co	m a orm	re not	SEC 1474 (9-02)	

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	ionNumber	Expiration Date	Amount of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secu

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Securities (Instr. 3 and 4)	(Instr. 5)	Bene Owne Follo Repo Trans (Instr
Repo	orting Owners		Code V	(A) (D) Date Exercisable	Expiration 7 Date	Title Amount or Number of Shares		

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Mason Robert 19975 VICTOR PARKWAY LIVONIA, MI 48152			Chief Sales Officer				
Signatures							
Linda J. Schalek, Power of Attorney		03/27/2008					

**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.