## Edgar Filing: VALASSIS COMMUNICATIONS INC - Form 4

VALASSIS Form 4 October 04,	COMMUNICAT	TIONS INC	2							
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FORM	UNITED	STATES			AND EXC , D.C. 205		COMMISSION		3235-	
Check th if no lon subject t Section Form 4 d	ger STATEN 16.	IENT OF	CHAN	NGES IN SECUF		CIAL OV	WNERSHIP OF	Estimated burden hou	Expires: January 31 200 Estimated average burden hours per response 0.	
Form 5 obligation may com <i>See</i> Instru- 1(b).	ons Section 17(	a) of the P	ublic U	tility Hol		pany Act	nge Act of 1934, of 1935 or Section 940	·		
(Print or Type	Responses)									
1. Name and Address of Reporting Person <u>*</u> KU WALTER H DR			2. Issuer Name <b>and</b> Ticker or Trading Symbol VALASSIS COMMUNICATIONS			5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
			INC [V	-						
(Last) (First) (Middle) 7795 STARLIGHT DRIVE			3. Date of Earliest Transaction (Month/Day/Year) 10/01/2006			_X_ Director10% Owner Officer (give titleOther (specify below) below)				
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
LA JOLLA	, CA 92037						Form filed by Person	More than One R	eporting	
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative S	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	b
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution I any (Month/Day	Date, if	3. Transactio Code (Instr. 8) Code V		A) or of (D)	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature Indirect Beneficia Ownersh (Instr. 4)	al ip
Reminder Pa	port on a separate line	for each cla	ss of sea	urities benef			or indirectly			
Kenninger: Ke	port on a separate line		55 01 Sect	unnes beilei	Person inform require	as who res ation cont ed to respo /s a curre	spond to the colle ained in this form and unless the fo ntly valid OMB co	n are not rm	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. Number	6. Date Exercisable and	7. Title and Amount of	8.
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	D
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	S

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	) (Instr. 3	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)						(I
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Director Stock Option (Right to Buy)	\$ 17.65	10/01/2006	А		5,000		10/01/2007	10/01/2016	Common Stock	5,000	•

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
KU WALTER H DR 7795 STARLIGHT DRIVE LA JOLLA, CA 92037	Х							
Signatures								
Steven M. Mitzel, by Power of Attorney		10/04/2	2006					
**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 derivative securities beneficially owned as of October 1, 2006.

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.