

VALASSIS COMMUNICATIONS INC  
 Form 4  
 August 04, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
 BRENNAN PATRICK F

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)  
 620 3RD STREET SOUTH  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 08/02/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)

WISCONSIN RAPIDS, WI 54494  
 (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 Ownership (Instr. 4) |            |       |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--------|---|--|-----------------------------------|------------|-------|
|                                 |                                      |  |                                | Code  | V | Amount |   |  |                                   | (A) or (D) | Price |
| Common Stock                    | 08/02/2005                           |  | M                              |   |   | 6,000  | A   | \$ 21.75   | 5,635                             | D          |       |
| Common Stock                    | 08/02/2005                           |  | S                              |   |   | 6,000  | D   | \$ 40.072  | 5,635                             | D          |       |
| Common Stock                    | 08/02/2005                           |  | M                              |   |   | 6,000  | A   | \$ 28.3125   | 5,635                             | D          |       |
| Common Stock                    | 08/02/2005                           |  | S                              |   |   | 6,000  | D   | \$ 40.072  | 5,635                             | D          |       |
| Common Stock                    | 08/02/2005                           |  | M                              |   |   | 5,000  | A   | \$ 25.71   | 5,635                             | D          |       |

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|              |            |   |       |   |           |       |   |
|--------------|------------|---|-------|---|-----------|-------|---|
| Common Stock | 08/02/2005 | S | 5,000 | D | \$ 40.072 | 5,635 | D |
| Common Stock | 08/02/2005 | M | 5,000 | A | \$ 30.76  | 5,635 | D |
| Common Stock | 08/02/2005 | S | 5,000 | D | \$ 40.072 | 5,635 | 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.**

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 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                      |       |
| Employee Stock Option (Right to Buy)       | \$ 21.75   | 08/02/2005                           |  | M                              | 6,000   | 09/15/1999 09/15/2008                                    |   | Common Stock               | 6,000 |
| Employee Stock Option (Right to Buy)       | \$ 28.3125   | 08/02/2005                           |  | M                              | 6,000   | 12/05/2001 12/05/2010                                    |   | Common Stock               | 6,000 |
| Employee Stock Option (Right to Buy)       | \$ 25.71   | 08/02/2005                           |  | M                              | 5,000   | 04/01/2004 04/01/2013                                    |   | Common Stock               | 5,000 |
| Employee Stock Option (Right to Buy)       | \$ 30.76   | 08/02/2005                           |  | M                              | 5,000   | 04/01/2005 04/01/2014                                    |   | Common Stock               | 5,000 |

Buy)

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| BRENNAN PATRICK F<br>620 3RD STREET SOUTH<br>WISCONSIN RAPIDS, WI 54494 | X             |           |         |       |

## Signatures

|  |            |
|--|------------|
| Steven M. Mitzel by Power of<br>Attorney | 08/03/2005 |
|--|------------|

\_\_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.

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