

ADVO INC  
Form 11-K/A  
February 08, 2006  
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**FORM 11-K/A**

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

(Mark One)

**Annual Report pursuant to Section 15(d) of the Securities Exchange Act of 1934**

For the year ended December 31, 2004

or

**Transition Report Pursuant to Section 15(d) of the Securities Exchange Act of 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number 1-11720

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**ADVO, Inc. 401(k) Savings Plan (Plan Number 004)**

(Full title of the plan)

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**ADVO, Inc.**

**One Targeting Centre**

**Windsor, CT 06095**

**(Name of issuer of the securities held pursuant to the plan  
and the address of its principal executive offices)**

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ADVO, Inc. 401(k) Savings Plan (Plan Number 004)

Annual Report

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Exhibit 23 - Consent of Independent Registered Public Accounting Firm	

All other schedules required by 29 CFR 2520.103-10 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974 have been omitted because they are not applicable.

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Report of Independent Registered Public Accounting Firm

To the Plan Administrator of

ADVO, Inc. 401(k) Savings Plan (Plan Number 004):

We have audited the accompanying statement of net assets available for benefits of the ADVO, Inc. 401(k) Savings Plan (Plan Number 004) (the Plan ) as of December 31, 2004 and the related statement of changes in net assets available for benefits for the year then ended. These financial statements are the responsibility of the Plan's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with standards of the Public Company Accounting Oversight Board of the United States. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the net assets available for benefits of the Plan as of December 31, 2004 and the changes in net assets available for benefits for the year then ended in conformity with accounting principles generally accepted in the United States of America.

As discussed in Note 9 to the financial statements, the Company revised its previously issued financial statements to reflect a master trust arrangement in place as of December 31, 2004.

*/s/ Fiondella, Milone & LaSarcina LLP*

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Glastonbury, Connecticut

January 27, 2006

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**ADVO, Inc.**

**401(k) Savings Plan (Plan Number 004)**

**Statement of Net Assets Available for Benefits**

	<i>December 31, 2004</i>
Assets	
Participant-Directed Investments:	
Plan interest in ADVO, Inc. Master Trust	\$ 7,317,685
Receivables:	
Employee Contributions	35,115
Employer Contributions	7,379
Total Receivables	42,494
Net Assets Available for Benefits	\$ 7,360,179

The accompanying notes are an integral part of these financial statements.

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**ADVO, Inc.**

**401(k) Savings Plan (Plan Number 004)**

**Statement of Changes in Net Assets Available for Benefits**

	<i>Year Ended</i> <i>December 31, 2004</i>
<b>Additions to assets attributed to:</b>	
Plan interest in ADVO, Inc. Master Trust investment income	\$ 855,525
<b>Contributions:</b>	
Employee	915,035
Employer	265,752
Employee rollover	117,453
<b>Total Additions</b>	<b>2,153,765</b>
<b>Deductions to assets attributed to:</b>	
Benefit payments	760,843
Administrative expenses	61
<b>Total Deductions</b>	<b>760,904</b>
Net increase in assets before transfers to/from other plans	1,392,861
<b>Transfers to/(from) other plans:</b>	
Transfer in of Plan assets from ADVO, Inc. 401(k) Savings Plan (Plan Number 001)	5,967,318
<b>Net increase in net assets available for benefits</b>	<b>7,360,179</b>
Net assets available for benefits:	
Beginning of the year	
<b>End of the year</b>	<b>\$ 7,360,179</b>

The accompanying notes are an integral part of these financial statements.

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**ADVO, Inc.**

**401(k) Savings Plan (Plan Number 004)**

**Notes to Financial Statements**

**December 31, 2004**

**1. Description of the Plan**

The following description of the ADVO, Inc. 401(k) Savings Plan (Plan Number 004) (the Plan) provides only general information. Participants should refer to the Plan agreement for a more complete description of the Plan's provisions.

**General**

The Plan is a defined contribution plan covering non-highly compensated sales associates ( participants ) of ADVO, Inc. (the Company ). Participants are eligible to join the Plan on the first day of the month following the date of hire. Participants are eligible for the Company match on the first day of the month following six months of continuous employment.

The Plan is subject to the provisions of the Employee Retirement Income Security Act of 1974 (ERISA).

**Plan Transfer**

Effective January 1, 2004, the ADVO, Inc. 401(k) Savings Plan (Plan Number 001) was split into two separate plans identical in all respects except for employer match limitations and associate groups. An eligible associate of the newly established Plan, ADVO, Inc. 401(k) Plan (Plan Number 004), is any non-highly compensated sales associate of the Company and the maximum amount of pay that will be taken into account for employer matching contributions for the plan year is \$50,000. Effective May 18, 2004, the account balances of non-highly compensated sales associates were transferred into the Plan from the ADVO, Inc. 401(k) Savings Plan (Plan Number 001).

**Master Trust**

On May 18, 2004, the Company entered into a Master Trust agreement with Fidelity Management Trust Company (the Trustee). Under this agreement, the Company combined the trust fund investments of the ADVO, Inc. 401(k) Savings Plan (Plan Number 001) and the ADVO, Inc. 401(k) Savings Plan (Plan Number 004) into a Master Trust. The investments in the Master Trust are separately tracked at the Plan and participant level in the Trustee's recordkeeping system.

Contributions

Participants may contribute up to 16 percent of their annual compensation on a pretax basis, as defined in the Plan up to the annual IRS limits. Participants may also contribute amounts representing rollover distributions from other defined contribution plans.

The Company contributes 100 percent of the first 6 percent of a participant's pay deferral contributions to the Plan, limited to \$50,000 maximum annual compensation.

All investment programs are fully participant directed. Participants direct the investment of their and the Company's contributions into various investment options offered by the Plan. The Plan currently offers fifteen investment options: primarily mutual funds and a fund with Company common stock.

Participant Accounts

Each participant's account is credited with the participant's contribution, the Company's matching contribution, and the Plan's earnings. The benefit to which a participant is entitled is the benefit that can be provided from the participant's account.



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**ADVO, Inc**

**401(k) Savings Plan (Plan Number 004)**

**Notes to Financial Statements**

**December 31, 2004**

**Vesting**

Participants are immediately vested in their voluntary contributions and related employer matching contributions plus actual earnings thereon.

**Payment of Benefits**

Upon termination of service, participants may elect to receive a lump-sum amount equal to the value of their account.

**Loans**

Participants may borrow from their fund accounts a minimum of \$1,000 up to a maximum equal to the lesser of \$50,000 or 50 percent of their account balance. The loans are secured by the balance in the participant's account and bear interest at a rate commensurate with local prevailing rates as determined quarterly by the plan administrator. Principal and interest are paid ratably through monthly payroll deductions.

**Expenses of the Plan**

Fees and expenses relating to the operation and administration of the Plan are paid by the Company. Loan setup, loan maintenance and loan withdrawal fees are deducted from the accounts of the participants who make the loan or withdrawal.

**ADVO Stock Fund**

The ADVO Stock Fund is one of the investments in the ADVO, Inc. Master Trust. The ADVO Stock Fund is an unregistered custom separate account maintained by the Trustee and established by the Company for the benefit of the Plan and any other qualified plan of the Company. Ownership is represented by each plan's proportionate units of participation.

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Although the performance of the ADVO Stock Fund is based on the performance of the underlying Company common stock, the value of a fund unit is different from the price of one share of common stock. Changes in the unit value of the fund will be affected by price changes in the common stock, earnings, dividends, interest and applicable fees and expenses of the fund. Additionally, the fund maintains highly liquid money market instruments which may contribute to differences in performance between the fund units and net asset value of the underlying common stock.

### **2. Summary of Accounting Policies**

#### Basis of Accounting

The financial statements have been prepared on the accrual basis of accounting.

#### Valuation of Investments

The fair value of the Plan's interest in the ADVO, Inc. Master Trust (the Master Trust) is based on the beginning value of the Plan's interest in the trust plus actual contribution and allocated investment income less actual distributions and allocated administrative expenses.

The fair value of investments in mutual funds in the Master Trust are based on the quoted market prices which represent the net asset values of shares held in these funds at year-end.

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**ADVO, Inc**

**401(k) Savings Plan (Plan Number 004)**

**Notes to Financial Statements**

**December 31, 2004**

The fair value of investments in the ADVO Stock Fund in the Master Trust is based on the net asset value ( NAV ) of participation units held by the Plan at year-end. These NAVs are calculated based on the current market value of the underlying securities and the current number of units by participants in these funds.

Participant loans are stated at their outstanding principal balances which approximate fair value.

**Use of Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires plan management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. While management believes that the estimates and related assumptions in the preparation of these financial statements are appropriate, actual results could differ from those estimates.

**3. Investments**

Custody of Plan investments and the reporting thereof is managed through an agreement with Fidelity Management Trust Company. Participants are allowed to direct their contributions for investments in a variety of investment funds.

Investments that represent 5% or more of the Plan's assets available for benefits are separately identified by the following \* .

	<b>December 31,</b>
	<b>2004</b>
Plan interest in ADVO, Inc. Master Trust	<b>\$ 7,317,685*</b>

**4. Interest in ADVO, Inc. Master Trust**

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The Plan's investments are in a Master Trust, which was established for the investment of assets of the ADVO, Inc. 401(k) Savings Plan (Plan Number 001) and the ADVO, Inc. 401(k) Savings Plan (Plan Number 004). Each participating retirement plan has an undivided interest in the Master Trust. The assets of the Master Trust are held by Fidelity Management Trust Company (the Trustee). At December 31, 2004, the Plan's interest in the Master Trust was approximately 6%. Investment income and administrative expenses relating to the Master Trust are tracked at the plan and participant level and are allocated accordingly.

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**ADVO, Inc**  
**401(k) Savings Plan (Plan Number 004)**

**Notes to Financial Statements**

**December 31, 2004**

The following represents the fair value of net assets in the ADVO, Inc. Master Trust:

<i>Investments in ADVO Master Trust:</i>	<i>December 31, 2004</i>
PIMCO Total Return	\$ 1,509,847
Calamos Growth Fund Class A	15,118,159
Fidelity Equity Income Fund	1,122,538
Fidelity Balanced Fund	13,668,942
Fidelity Diversified International Fund	6,407,542
Fidelity Dividend Growth Fund	16,333,327
Fidelity Small Cap Stock Fund	6,991,680
Fidelity Retirement Money Market Portfolio	17,594,584
Fidelity Freedom Income Fund	294,178
Fidelity Freedom 2010 Fund	603,680
Fidelity Freedom 2020 Fund	954,298
Fidelity Freedom 2030 Fund	910,509
Fidelity Freedom 2040 Fund	365,354
Spartan U.S. Equity Index Fund	23,196,047
ADVO Stock Fund	10,129,463
Participant Loans	3,719,200
<b>TOTAL NET ASSETS</b>	<b>\$ 118,919,348</b>

Investment income in the Master Trust for the period May 18, 2004 to December 31, 2004 is as follows:

	<i>2004</i>
Net appreciation in fair value of investments:	
Mutual Funds	\$ 9,104,196
ADVO Stock Fund	1,263,852
	<b>10,368,048</b>
Interest and dividends	1,988,209
	<b>\$ 12,356,257</b>

**5. Risks and Uncertainties**

The Plan invests in various investment securities. Investment securities are exposed to various risks such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the value of investment securities will occur in the near term and that such changes could materially affect participants' account balances and the amounts reported in the Statement of Net Assets Available for Benefits.

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**ADVO, Inc**

**401(k) Savings Plan (Plan Number 004)**

**Notes to Financial Statements**

**December 31, 2004**

**6. Income Tax Status**

The Plan has applied for but has not received a determination letter from the Internal Revenue Service stating that the Plan is qualified under Section 401(a) of the Internal Revenue Code. However, the Plan administrator believes that the Plan is qualified and, therefore, the related trust is exempt from taxation.

**7. Plan Termination**

Although it has not expressed any intent to do so, the Company has the right under the Plan to discontinue its contributions at any time and to terminate the Plan subject to the provisions of ERISA. In the event of plan termination, participants will remain 100 percent vested in their accounts. After payment of expenses, distributions would be made pro rata based on the value of such accounts.

**8. Party-in-Interest Transactions**

Fidelity Management Trust Company is the trustee and custodian as defined by the Plan. Therefore, transactions in various Fidelity investment funds qualify as party-in-interest transactions.

**9. Revision of Previously Issued Financial Statements**

In October 2005, the Company became aware of a master trust arrangement, which had been entered into by the Plan on May 18, 2004, but not reported as such by the Plan's Trustee. In December 2005, the Trustee issued new certified trust statements, which properly reflected the master trust arrangement. The revised financial statements properly reflect the accounting and reporting of the Plan's interest in the master trust for the year ended December 31, 2004.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the ADVO, Inc. Associate Savings Committee has duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

ADVO, Inc.  
401(k) Savings Plan (Plan Number 004)

Date: February 7, 2006

By: /s/ JOHN D. SPERIDAKOS

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John D. Speridakos  
Vice President and Controller

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