

ADVO INC

Form 3

February 09, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *

Â Manoian Hal

(Last)

(First)

(Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)

02/04/2007

3. Issuer Name and Ticker or Trading Symbol
ADVO INC [AD]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

ADVO, INC.,Â ONE
TARGETING CENTRE

(Street)

(Check all applicable)

____ Director ____ 10% Owner
☒ Officer ____ Other
 (give title below) (specify below)
 Vice President & Controller

6. Individual or Joint/Group Filing(Check Applicable Line)
☒ Form filed by One Reporting Person
 ____ Form filed by More than One Reporting Person

WINDSOR,Â CTÂ 06095

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned1. Title of Security
(Instr. 4)2. Amount of Securities Beneficially Owned
(Instr. 4)3. Ownership Form:
Direct (D)
or Indirect (I)
(Instr. 5)4. Nature of Indirect Beneficial Ownership
(Instr. 5)

Common Stock

3,858

D

Â

Common Stock

818.64

I

Held in Company 401 (k) Plan

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)1. Title of Derivative Security
(Instr. 4)2. Date Exercisable and Expiration Date
(Month/Day/Year)3. Title and Amount of Securities Underlying Derivative Security
(Instr. 4)

4. Conversion or Exercise Price of

5. Ownership Form of Derivative

6. Nature of Indirect Beneficial Ownership
(Instr. 5)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	Â (3)	12/02/2007	Common Stock	2,700	\$ 14.33	D	Â
Stock Option (right to buy)	Â (3)	12/01/2008	Common Stock	2,400	\$ 17.29	D	Â
Stock Option (right to buy)	Â (3)	12/02/2009	Common Stock	2,400	\$ 13.58	D	Â
Stock Option (right to buy)	Â (3)	11/30/2010	Common Stock	2,550	\$ 27	D	Â
Stock Option (right to buy)	Â (3)	12/13/2011	Common Stock	2,250	\$ 25.8	D	Â
Stock Option (right to buy)	Â (3)	12/12/2012	Common Stock	1,500	\$ 22.48	D	Â
Stock Option (right to buy)	Â (1)	12/11/2013	Common Stock	1,500	\$ 30.7	D	Â
Stock Option (right to buy)	Â (2)	01/24/2015	Common Stock	1,500	\$ 36.2	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Manoian Hal ADVO, INC. ONE TARGETING CENTRE WINDSOR,Â CTÂ 06095	Â	Â	Â Vice President & Controller	Â

Signatures

/s/ Hal Manoian 02/09/2007

Signature of Date
Reporting Person

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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) 1,125 options are current, 375 options vest on 12/11/07

(2) 750 options are current, 375 options vest on 1/24/08, 375 options vest on 1/24/09

(3) Current

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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