

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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Manoian Hal		(Month/Day/Year)	ADVO INC [AD]	
(Last)	(First)	(Middle)	02/04/2007	
ADVO, INC.,Â ONE TARGETING CENTRE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
WINDSOR,Â CTÂ 06095			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Vice President & Controller	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. 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)

**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.**

**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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## Edgar Filing: ADVO INC - Form 3

	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 <u>(3)</u>	12/02/2007	Common Stock	2,700	\$ 14.33	D	Â
Stock Option (right to buy)	Â <u>(3)</u>	12/01/2008	Common Stock	2,400	\$ 17.29	D	Â
Stock Option (right to buy)	Â <u>(3)</u>	12/02/2009	Common Stock	2,400	\$ 13.58	D	Â
Stock Option (right to buy)	Â <u>(3)</u>	11/30/2010	Common Stock	2,550	\$ 27	D	Â
Stock Option (right to buy)	Â <u>(3)</u>	12/13/2011	Common Stock	2,250	\$ 25.8	D	Â
Stock Option (right to buy)	Â <u>(3)</u>	12/12/2012	Common Stock	1,500	\$ 22.48	D	Â
Stock Option (right to buy)	Â <u>(1)</u>	12/11/2013	Common Stock	1,500	\$ 30.7	D	Â
Stock Option (right to buy)	Â <u>(2)</u>	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, CT 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. 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.