

ADVO INC  
Form 15-15D  
May 22, 2007

OMB APPROVAL  
OMB Number: 3235-0080  
Expires: January 31, 2008  
Estimated average burden  
hours per response 1.7

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 15**

**CERTIFICATION AND NOTICE OF TERMINATION OF REGISTRATION UNDER SECTION 12(g)  
OF THE SECURITIES EXCHANGE ACT OF 1934 OR SUSPENSION OF DUTY TO FILE REPORTS  
UNDER SECTIONS 13 AND 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934.**

(Commission File Number) **333-115387**

**ADVO, INC. 401(K) SAVINGS PLAN (PLAN NUMBER 004)**

(Exact name of registrant as specified in its charter)

**One Targeting Centre**

**Windsor, Connecticut 06095**

**(860) 285-6100**

(Address, including zip code, and telephone number, including area code of registrant's principal executive offices)

**Plan Interests**

(Title of each class of securities covered by this Form)

**None**

(Titles of all other classes of securities for which a duty to file reports under section 13(a) or 15(d) remains)

Please place an X in the box(es) to designate the appropriate rule provision(s) relied upon to terminate or suspend the duty to file reports:

|                         |                         |
|-------------------------|-------------------------|
| Rule 12g-4(a)(1)(i) ..  | Rule 12h-3(b)(1)(i) x   |
| Rule 12g-4(a)(1)(ii) .. | Rule 12h-3(b)(1)(ii) .. |
| Rule 12g-4(a)(2)(i) ..  | Rule 12h-3(b)(2)(i) ..  |
| Rule 12g-4(a)(2)(ii) .. | Rule 12h-3(b)(2)(ii) .. |
|                         | Rule 15d-6 ..           |

Approximate number of holders as of the certification or notice date: **0**

Pursuant to the requirements of the Securities Exchange Act of 1934, the ADVO, Inc. 401(K) Savings Plan (Plan Number 004) has caused this certification/notice to be signed on its behalf by the undersigned duly authorized person.

Date: May 22, 2007

By: /s/ Steven Mitzel  
Name: Steven Mitzel  
Title: Chief Financial Officer