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Abrams Da Form 4 May 03, 20										
FORM	M 4		GECU				NCE CO			PROVAL
	UNITED	STATES			on, D.C. 20		NGE CO	MMISSION	OMB Number:	3235-0287
Check this box if no longer subject to Section 16. Form 4 or			F CHA	NGES I SECU	Expires: January 31, 2005 Estimated average burden hours per response 0.5					
Form 5 obligati may co <i>See</i> Inst 1(b).	ntinue. truction	(a) of the	Public I	Utility H		npan	y Act of 19	Act of 1934, 935 or Section	·	0.0
(Print or Type	e Responses)									
ABRAMS	Address of Reporting CAPITAL	g Person <u>*</u>	Symbol		nd Ticker or		Is	Relationship of H suer	Reporting Pers	on(s) to
				AR ADV [R]	ERTISING	G CO	(Check all applicable)			
(Month/				ate of Earliest Transaction				Director Officer (give ti low)	tle $X_10\%$ below)	o Owner er (specify
FLOOR,	ELEY STREET,	22ND	05/01/	2012						
	(Street)			nendment, Ionth/Day/Y	Date Origina Tear)	1	Aj	Individual or Join pplicable Line) _ Form filed by On	e Reporting Per	son
BOSTON,	MA 02116							K_ Form filed by M erson	ore than One Re	eporting
(City)	(State)	(Zip)	Ta	ble I - Nor	n-Derivative	Secur	ities Acquir	ed, Disposed of,	or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if TransactionDisposed of (D) Securit Code (Instr. 3, 4 and 5) Benefi y/Year) (Instr. 8) Owned Follow (A) Report or				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 Indirect Beneficial Ownership (Instr. 4)	
Class A				code v	Tinount	(D)	Thee			a
Common Stock, par value \$0.001 per share	05/01/2012			S	35,400	D	\$ 32.1597	9,013,741	Ι	See Footnotes (1) (2) (3) (4) (5)
Class A Common Stock, par value \$0.001	05/01/2012			S	28,518	D	\$ 32.1907	8,985,223	Ι	See Footnotes (1) (2) (3) (4) (5)

per share

Class A Common Stock, par value \$0.001 per share	05/01/2012	S	4,300	D	\$ 32.1944	8,980,923	I	See Footnotes (1) (2) (3) (4) (5)
Class A Common Stock, par value \$0.001 per share	05/02/2012	S	84,170	D	\$ 31.8009	8,896,753	I	See Footnotes $\frac{(1)}{(5)} \xrightarrow{(2)} \xrightarrow{(3)} (4)$
Class A Common Stock, par value \$0.001 per share	05/02/2012	S	178,300	D	\$ 31.8005	8,718,453	I	See Footnotes $\frac{(1)}{(5)} \xrightarrow{(2)} \xrightarrow{(3)} (4)$

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02) required to respond unless the form displays a currently valid OMB control number.

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. Transacti Code (Instr. 8)	5. of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address

Relationships

10% Owner Officer Other Director

ABRAMS CAPITAL MANAGEMENT, L.P. 222 BERKELEY STREET, 22ND FLOOR BOSTON, MA 02116	X	
ABRAMS CAPITAL MANAGEMENT, LLC 222 BERKELEY STREET, 22ND FLOOR BOSTON, MA 02116	Х	
ABRAMS CAPITAL LLC 222 BERKELEY STREET 22ND FLOOR BOSTON, MA 02116	Х	
Abrams David C 222 BERKELEY STREET 22ND FLOOR BOSTON, MA 02116	Х	
Signatures		
/s/ Abrams Capital Management, L.P., by Abrams Capital Ma Partner, by David C. Abrams, Managing Member	anagement, LLC, the General	05/03/2012
**Signature of Reporting Person		Date
/s/ Abrams Capital Management, LLC, by David C. Abrams,	Managing Member	05/03/2012
**Signature of Reporting Person		Date

/s/ Abrams Capital, LLC, by David C. Abrams, Managing Member <u>**</u>Signature of Reporting Person

/s/ David C. Abrams

**Signature of Reporting Person

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).
- (1) These securities are held by investment funds, the general partner and/or investment adviser of which is directly or indirectly controlled by David C. Abrams. In such capacity, Mr. Abrams may be deemed to beneficially own the reported securities.

These securities are held by investment funds for which Abrams Capital Management, L.P. (the "LP") serves as investment adviser.

- (2) Abrams Capital Management, LLC (the "LLC") serves as the general partner of the LP. In their respective capacities, each of the LP and the LLC may be deemed to beneficially own the reported securities.
- A portion of these securities are held by investment funds for which Abrams Capital, LLC ("Abrams Capital") serves as general partner.
 In such capacity, Abrams Capital may be deemed to beneficially own the reported securities.

Each Reporting Person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein, and(4) the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.

As of May 1, 2012, Abrams Capital may be deemed to beneficially own 8,440,128 shares of Class A Common Stock and Mr. Abrams, the LP and the LLC may be deemed to beneficially own 8,980,923 shares of Class A Common Stock. As of May 2, 2012, Abrams Capital

(5) Er and the LLC may be deemed to beneficially own 8,193,477 shares of Class A Common Stock and Mr. Abrams, the LP and the LLC may be deemed to beneficially own 8,118,453 shares of Class A Common Stock.

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.

05/03/2012

Date

05/03/2012

Date