

Edgar Filing: ADVO INC - Form SC 13G/A

ADVO INC  
Form SC 13G/A  
April 07, 2006

OMB APPROVAL

OMB Number: 3235-0145  
Expires: February 28, 2009  
Estimated average burden  
hours per response 11

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. 1)

ADVO Inc.  
(Name of Issuer)

Common Shares  
(Title of Class of Securities)

007585102  
(CUSIP Number)

March 31, 2006  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule is filed:

Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting  
person's initial filing on this form with respect to the subject class of  
securities, and for any subsequent amendment containing information which  
would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be  
deemed to be "filed" for the purpose of Section 18 of the Securities  
Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of  
that section of the Act but shall be subject to all other provisions of the  
Act (however, see the Notes).

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 control number. SEC 1745 (02-02)

Edgar Filing: ADVO INC - Form SC 13G/A

-----  
1 NAME OF REPORTING PERSONS  
IRS IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

RS Investment Management Co. LLC  
-----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)  
(a) / /  
(b) / /  
-----

3 SEC USE ONLY  
-----

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
-----

Delaware  
-----

|  |   |   |
|--|---|---|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON<br>WITH | 5 | SOLE VOTING POWER<br>-0-                |
|  | 6 | SHARED VOTING POWER<br>-3,250,100-      |
|  | 7 | SOLE DISPOSITIVE POWER<br>-0-           |
|  | 8 | SHARED DISPOSITIVE POWER<br>-3,250,100- |

-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
-3,250,100-  
-----

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See  
Instructions)  
-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
10.3%  
-----

12 TYPE OF REPORTING PERSON (See Instructions)  
OO, HC  
-----

CUSIP No. 007585102

13G

-----  
1 NAME OF REPORTING PERSONS  
IRS IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Edgar Filing: ADVO INC - Form SC 13G/A

RS Investment Management, L.P.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)  
(a) / /  
(b) / /

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

California

|  |   |   |
|--|---|---|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON<br>WITH | 5 | SOLE VOTING POWER<br>-0-                |
|  | 6 | SHARED VOTING POWER<br>-3,250,100-      |
|  | 7 | SOLE DISPOSITIVE POWER<br>-0-           |
|  | 8 | SHARED DISPOSITIVE POWER<br>-3,250,100- |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
-3,250,100-

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
10.3%

12 TYPE OF REPORTING PERSON (See Instructions)  
PN, IA

CUSIP No. 007585102

13G

1 NAME OF REPORTING PERSONS  
IRS IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

George R. Hecht

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)  
(a) / /

Edgar Filing: ADVO INC - Form SC 13G/A

(b) / /

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

California

|  |   |   |
|--|---|---|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON<br>WITH | 5 | SOLE VOTING POWER<br>-0-                |
|  | 6 | SHARED VOTING POWER<br>-3,250,100-      |
|  | 7 | SOLE DISPOSITIVE POWER<br>-0-           |
|  | 8 | SHARED DISPOSITIVE POWER<br>-3,250,100- |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
-3,250,100-

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
10.3%

12 TYPE OF REPORTING PERSON (See Instructions)  
HC, IN

CUSIP No. 007585102

13G

1 NAME OF REPORTING PERSONS  
IRS IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

RS Partners Fund

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)  
(a) / /  
(b) / /

3 SEC USE ONLY

Edgar Filing: ADVO INC - Form SC 13G/A

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Massachusetts

---

|  |                          |  |
|--|--------------------------|--|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON<br>WITH | 5<br><br>6<br>7<br><br>8 | SOLE VOTING POWER<br>-0-<br><br>SHARED VOTING POWER<br>-1,954,150-<br><br>SOLE DISPOSITIVE POWER<br>-0-<br><br>SHARED DISPOSITIVE POWER<br>-1,954,150- |
|--|--------------------------|--|

---

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
-1,954,150-

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See  
Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
6.2%

12 TYPE OF REPORTING PERSON (See Instructions)  
IV

CUSIP No. 007585102

13G

ITEM 1.

(a) The name of the issuer is ADVO, Inc. (the "Issuer").

(b) The principal executive office of the Issuer is located at:  
One Targeting Centre, Windsor, CT 06095.

ITEM 2.

(a-c) See Annex I for information on the persons filing this  
statement (collectively, the "Filers")

(d) This statement relates to shares of common stock of the Issuer  
(the "Stock").

(e) The CUSIP number of the Stock is 007585102.

CUSIP No. 007585102

13G

ITEM 3. If this statement is filed pursuant to rules 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

(a)  Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).

(b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).

(c)  Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).

(d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).  
\*RS Partners Fund is a registered investment company.

(e)  An investment adviser in accordance with 240.13d-1(b)(1)(ii)(E). \*RS Investment Management, L.P. is a registered investment adviser.

(f)  An employee benefit plan or endowment fund in accordance

Edgar Filing: ADVO INC - Form SC 13G/A

with 240.13d-1(b)(1)(ii)(F).

(g)  A parent holding company or control person in accordance with 240.13d-1(b)(1)(ii)(G).

\*RS Investment Management Co. LLC is the general partner of RS Investment Management, L.P. George R. Hecht is a control person of RS Investment Management Co. LLC and RS Investment Management, L.P.

(h)  A savings association as defined in section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813).

(i)  A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3).

(j)  Group, in accordance with rule 240.13d-1(b)(1)(ii)(J)

CUSIP No. 007585102

13G

ITEM 4. OWNERSHIP

See Items 5-9 and 11 on the cover page for each Filer.

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

RS Investment Management Co. LLC is the parent company of registered investment advisers whose clients have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the Stock. No individual client's holdings of the Stock, except for RS Partners Fund, are more than five percent of the outstanding Stock.

RS Investment Management, L.P. is a registered investment adviser, managing member of registered investment advisers, and the investment adviser to RS Partners Fund, a registered investment company. RS Investment Management Co. LLC is the General Partner of RS Investment Management, L.P. George R. Hecht is a control person of RS Investment

Edgar Filing: ADVO INC - Form SC 13G/A

Management Co. LLC and RS Investment Management, L.P.

CUSIP No. 007585102

13G

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

Not applicable.

ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

Not applicable.

ITEM 9. NOTICE OF DISSOLUTION OF GROUP

Not applicable.

ITEM 10. CERTIFICATION

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: April 10, 2006

RS INVESTMENT MANAGEMENT CO. LLC



Edgar Filing: ADVO INC - Form SC 13G/A

By: /s/ Terry R. Otton  
Terry R. Otton  
Chief Executive Officer

RS INVESTMENT MANAGEMENT, L.P.

By: /s/ Terry R. Otton  
Terry R. Otton  
Chief Executive Officer

CUSIP No. 007585102

13G

RS PARTNERS FUND

By: RS INVESTMENT MANAGEMENT, L.P.  
Investment Adviser

By: /s/ Terry R. Otton  
Terry R. Otton  
Chief Executive Officer

GEORGE R. HECHT

/s/ George R. Hecht  
George R. Hecht

EXHIBIT A

JOINT FILING AGREEMENT

The undersigned hereby agree that they are filing this statement jointly pursuant to Rule 13d-1(f)(1). Each of them is responsible for the timely filing of the Schedule 13G and any amendments thereto, and for the completeness and accuracy of the information concerning such person contained therein; but none of them is responsible for the completeness or accuracy of the information concerning the other persons making the filing, unless such person knows or has reason to believe that such information is accurate.

Dated: April 10, 2006

RS INVESTMENT MANAGEMENT CO. LLC

Edgar Filing: ADVO INC - Form SC 13G/A

By: /s/ Terry R. Otton  
Terry R. Otton  
Chief Executive Officer

RS INVESTMENT MANAGEMENT, L.P.

By: /s/ Terry R. Otton  
Terry R. Otton  
Chief Executive Officer

CUSIP No. 007585102

13G

RS PARTNERS FUND

By: RS INVESTMENT MANAGEMENT, L.P.  
Investment Adviser

By: /s/ Terry R. Otton  
Terry R. Otton  
Chief Executive Officer

GEORGE R. HECHT

/s/ George R. Hecht  
George R. Hecht

Annex I

The filers are:

I.

- (a) RS Investment Management Co. LLC is a Delaware Limited Liability Company.
- (b) holding company

II.

- (a) RS Investment Management, L.P. is a California Limited Partnership.
- (b) registered investment adviser

III.

- (a) RS Partners Fund is a series of a Massachusetts Business Trust.
- (b) investment company

IV.

- (a) George R. Hecht is a control person of RS Investment Management

Edgar Filing: ADVO INC - Form SC 13G/A

Co. LLC and RS Investment Management, L.P.  
(b) individual