

Quad/Graphics, Inc.
Form 4
August 08, 2016

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN 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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Quadracci J Joel

(Last) (First) (Middle)

C/O QUAD/GRAPHICS, INC., N61
W23044 HARRY'S WAY

(Street)

SUSSEX, WI 53089

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
Quad/Graphics, Inc. [QUAD]

3. Date of Earliest Transaction
(Month/Day/Year)

08/04/2016

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify below)

Chairman, Pres. & CEO

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

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)				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)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	08/04/2016		M		1,900	A	\$ 23.37	798,772	D	
Class A Common Stock	08/04/2016		S		1,900	D	<u>\$ 29.01⁽¹⁾</u>	796,872	D	
Class A Common Stock	08/05/2016		M		12,100	A	\$ 23.37	808,972	D	
Class A Common	08/05/2016		S		12,100	D	<u>\$ 29.014⁽²⁾</u>	796,872	D	

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Stock

Class A

Common Stock	08/08/2016	M	4,700	A	\$ 23.37	801,572	D
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Class A

Common Stock	08/08/2016	S	4,700	D	\$ 29.0239 (3)	796,872	D
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Class A

Common Stock						5,524 (4)	I	By 401(a) Plan
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Options (Right to Buy)	\$ 13.4708							(5)	11/18/2021	Class A Common Stock	4,410
Stock Options (Right to Buy)	\$ 13.4708							(6)	11/18/2021	Class A Common Stock	5,250
Stock Options (Right to Buy)	\$ 13.4708							(6)	11/18/2021	Class A Common Stock	6,825
Stock Options (Right to Buy)	\$ 13.4708							(7)	11/18/2021	Class A Common Stock	3,675
	\$ 13.4708							(7)	11/18/2021		3,938

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Stock Options (Right to Buy)								Class A Common Stock	
Stock Options (Right to Buy)	\$ 13.4708					<u>(8)</u>	11/18/2021	Class A Common Stock	9,000
Stock Options (Right to Buy)	\$ 13.4708					<u>(9)</u>	11/18/2021	Class A Common Stock	4,250
Stock Options (Right to Buy)	\$ 23.37	08/04/2016		M	1,900	<u>(10)</u>	01/31/2017	Class A Common Stock	1,900
Stock Options (Right to Buy)	\$ 23.37	08/05/2016		M	12,100	<u>(10)</u>	01/31/2017	Class A Common Stock	12,100
Stock Options (Right to Buy)	\$ 23.37	08/08/2016		M	4,700	<u>(10)</u>	01/31/2017	Class A Common Stock	4,700
Stock Options (Right to Buy)	\$ 29.37					<u>(11)</u>	01/31/2018	Class A Common Stock	100,000
Stock Options (Right to Buy)	\$ 15.37					<u>(12)</u>	01/31/2019	Class A Common Stock	100,000
Stock Options (Right to Buy)	\$ 16.62					<u>(12)</u>	01/31/2020	Class A Common Stock	150,000
Stock Options (Right to Buy)	\$ 41.26					<u>(13)</u>	01/01/2021	Class A Common Stock	119,643
Stock Options (Right to Buy)	\$ 14.14					<u>(14)</u>	01/01/2022	Class A Common Stock	39,881
	<u>(15)</u>					<u>(15)</u>	<u>(15)</u>		223,239

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Class B Common Stock				Class A Common Stock	
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 92
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 92
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 92
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 92
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 1,752
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 126,504
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 5,480
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 5,480
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 5,480
Class B Common Stock	<u>(15)</u>		<u>(15)</u>	<u>(15)</u>	Class A Common Stock 111,660

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Quadracci J Joel C/O QUAD/GRAPHICS, INC. N61 W23044 HARRY'S WAY SUSSEX, WI 53089	X		Chairman, Pres. & CEO	

Signatures

/s/ Jennifer J. Kent, Attorney-In-Fact for J. Joel
Quadracci

08/08/2016

__Signature of Reporting Person

Date

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) The price in Column 4 is a weighted average price. The prices actually received ranged from \$29.00 to \$29.12. The reporting person has provided to the issuer, and will provide to any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range for all transactions reported in this Form 4 utilizing an average weighted price.

(2) The price in Column 4 is a weighted average price. The prices actually received ranged from \$29.00 to \$29.13. The reporting person has provided to the issuer, and will provide to any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range for all transactions reported in this Form 4 utilizing an average weighted price.

(3) The price in Column 4 is a weighted average price. The prices actually received ranged from \$29.00 to \$29.11. The reporting person has provided to the issuer, and will provide to any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range for all transactions reported in this Form 4 utilizing an average weighted price.

(4) This number reflects distributions from the Plan that were exempt from reporting.

(5) Became exercisable as to 3,307 shares on May 14, 2012, and become exercisable ratably over the next two years with respect to the remaining shares beginning on November 18, 2012.

(6) Became exercisable as to 3,150 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(7) Became exercisable as to 1,575 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(8) Became exercisable as to 3,500 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(9) Became exercisable as to 1,500 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(10) Became exercisable as to 75,000 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(11) Became exercisable as to 40,000 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(12) Became exercisable as to 30,000 shares on May 14, 2012, and become exercisable ratably over the next three years with respect to the remaining shares beginning on November 18, 2012.

(13) Vests and becomes exercisable in three equal annual installments beginning on January 1, 2013.

(14) Vests and becomes exercisable in three equal annual installments beginning on January 1, 2014.

(15) Class B Common Stock is convertible into Class A Common Stock on a 1-for-1 basis at no cost and has no expiration date.

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- (16) As Trustee for the Alexander Q. Harned 2007 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (17) As Trustee for the Elizabeth Quadracci Harned 2003 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (18) As Trustee for the Kathryn B. Harned 2004 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (19) As Trustee for the William V. Harned 2006 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (20) As Trustee for the HRQ 1990 Descendants Trust for Joel. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (21) As Trustee for the HVQ 1992 Descendants Trust f/b/o J. Joel Quadracci. The reporting person is a trustee of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (22) As Trustee for the Isabella Marion Flores 1999 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (23) As Trustee for the Kaitlin Mary Flores 2000 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (24) As Trustee for the Harry Virgil Quadracci Flores 2002 Trust. The reporting person is a trustee of the trust and is a current or future beneficiary thereof. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (25) As Trustee for the H. Richard Quadracci 2010 Trust. The reporting person is a trustee of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.

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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