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ADVANCED MARKETING SERVICES INC  
Form 15-12G  
June 14, 2006

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 AND EXCHANGE ACT OF 1934

Commission File Number 0-16002  
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Advanced Marketing Services, Inc.  
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(Exact name of registrant as specified in its charter)

5880 Oberlin Drive, San Diego, California 92121  
(858) 457-2500  
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(Address, including zip code, and telephone number, including area code, of  
registrant's principal executive offices)

Common Stock, \$0.001 par value  
Rights to Purchase Common Stock  
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(Title of each class of securities covered by this Form)

N/A  
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(Title 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)	<input checked="" type="checkbox"/>	Rule 12h-3(b)(1)(i)	<input type="checkbox"/>
Rule 12g-4(a)(1)(ii)	<input type="checkbox"/>	Rule 12h-3(b)(1)(ii)	<input type="checkbox"/>
Rule 12g-4(a)(2)(i)	<input type="checkbox"/>	Rule 12h-3(b)(2)(i)	<input type="checkbox"/>
Rule 12g-4(a)(2)(ii)	<input type="checkbox"/>	Rule 12h-3(b)(2)(ii)	<input type="checkbox"/>
		Rule 15d-6	<input type="checkbox"/>

Approximate number of holders of record as of the certification or notice  
date: 216

Pursuant to the requirements of the Securities Exchange Act of 1934,  
Advanced Marketing Services, Inc., has caused this certification/notice to be  
signed on its behalf by the undersigned duly authorized person.

Date: June 13, 2006

By: /s/ Gary M. Rautenstrauch  
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Name: Gary M. Rautenstrauch  
Title: President and  
Chief Executive Officer