

Quadracci J Joel  
Form 4  
January 04, 2019

# FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

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

(Last) (First) (Middle)

C/O, QUAD/GRAPHICS, INC.

(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)  
11/20/2017

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	11/20/2017		S		10,908	D	\$ 21.7658	102,833	I	As Trustee - HRQ 2010 Tr (1)
Class A Common Stock	11/22/2017		S		56,569	D	\$ 21.8271	46,264	I	As Trustee - HRQ 2010 Tr (1)
Class A Common	11/28/2017		S		24,039	D	\$ 21.8775	22,225	I	As Trustee -

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Stock									HRQ 2010 Tr <u>(1)</u>
Class A Common Stock	11/29/2017		S	22,225	D	\$ 21.8637	0	I	As Trustee - HRQ 2010 Tr <u>(1)</u>
Class A Common Stock	01/01/2019		A	<u>338,165</u> <u>(2)</u>	A	\$ 0	1,227,717 <u>(2)</u>	D	
Class A Common Stock							4,085 <u>(3)</u>	I	By 401(a) Plan

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

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(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)	8. Pr Deri Secu (Inst	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	<u>(4)</u>					<u>(4)</u>	<u>(4)</u>	Class A Common Stock	233,568
Class B Common Stock	<u>(4)</u>					<u>(4)</u>	<u>(4)</u>	Class A Common Stock	2,354
Class B Common Stock	<u>(4)</u>					<u>(4)</u>	<u>(4)</u>	Class A Common Stock	2,354

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Class B Common Stock	<u>(4)</u>	<u>(4)</u>	<u>(4)</u>	Class A Common Stock	5,480
Class B Common Stock	<u>(4)</u>	<u>(4)</u>	<u>(4)</u>	Class A Common Stock	120,009
Class B Common Stock <u>(4)</u>	<u>(4)</u>	<u>(4)</u>	<u>(4)</u>	Class A Common Stock	5,480
Class B Common Stock	<u>(4)</u>	<u>(4)</u>	<u>(4)</u>	Class A Common Stock	2,354
Class B Common Stock	<u>(4)</u>	<u>(4)</u>	<u>(4)</u>	Class A Common Stock	5,480
Class B Common Stock	<u>(4)</u>	<u>(4)</u>	<u>(4)</u>	Class A Common Stock	2,354
Stock Options (Right to Buy)	\$ 15.37	<u>(13)</u>	01/31/2019	Class A Common Stock	100,000
Stock Options (Right to Buy)	\$ 16.62	<u>(13)</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)	\$ 13.4708	<u>(13)</u>	11/18/2021	Class A Common Stock	4,410
Stock Options (Right to Buy)	\$ 13.4708	<u>(13)</u>	11/18/2021	Class A Common Stock	6,825
	\$ 13.4708	<u>(13)</u>	11/18/2021		3,938

Stock Options (Right to Buy)				Class A Common Stock	
Stock Options (Right to Buy)	\$ 13.4708	(13)	11/18/2021	Class A Common Stock	9,000
Stock Options (Right to Buy)	\$ 13.4708	(13)	11/18/2021	Class A Common Stock	5,250
Stock Options (Right to Buy)	\$ 13.4708	(13)	11/18/2021	Class A Common Stock	4,250
Stock Options (Right to Buy)	\$ 13.4708	(13)	11/18/2021	Class A Common Stock	3,675
Stock Options (Right to Buy)	\$ 14.14	(13)	01/01/2022	Class A Common Stock	39,881

## Reporting Owners

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

## Signatures

/s/ Sherilyn R. Whitmoyer, attorney-in-fact for J. Joel Quadracci

01/03/2019

\*\*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) 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.
- (2) Includes 338,165 shares of restricted stock, granted under the Quad/Graphics, Inc. 2010 Omnibus Incentive Plan, that will vest on March 1, 2022.

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- (3) This number reflects distributions from the Plan that were exempt from Section 16 reporting.
- (4) 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.
- (5) 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.
- (6) 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.
- (7) 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.
- (8) 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.
- (9) 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.
- (10) 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.
- (11) 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.
- (12) 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.
- (13) All options are fully vested and currently exercisable.

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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