

ADVANCED MARKETING SERVICES INC  
 Form 4  
 November 02, 2004

**FORM 4**

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

OMB APPROVAL

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**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 \*  
 ZOLDAN ADAM R

2. Issuer Name and Ticker or Trading Symbol  
 ADVANCED MARKETING SERVICES INC [MKT]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 5880 OBERLIN DR., SUITE 400  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 10/29/2004

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Sr. or Exec Vice President

SAN DIEGO, CA 92121  
 (City) (State) (Zip)

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

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| Common Stock                    |                                      |  |                                | (A)<br>or<br>(D)  | 2,728   | D  |                                   |

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)**

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| 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)               | \$ 4.3437  |                                      |  |                                |   | 03/19/1999   | 03/20/2008  | Common Stock | 5,063                      |
| Stock Options (Right to buy)               | \$ 7.5555  |                                      |  |                                |   | 10/22/2000   | 10/23/2009  | Common Stock | 13,500                     |
| Stock Options (Right to buy)               | \$ 10.06   |                                      |  |                                |   | 10/03/2004   | 10/03/2013  | Common Stock | 11,500                     |
| Stock Options (Right to buy)               | \$ 10.5  | 10/29/2004                           |  | A                              | 50,000  | 10/29/2005 <sup>(1)</sup>                                | 10/29/2014  | Common Stock | 50,000                     |
| Stock Options (Right to buy)               | \$ 12.1667   |                                      |  |                                |   | 09/21/2001   | 09/21/2010  | Common Stock | 22,500                     |
| Stock Options (Right to buy)               | \$ 13.7  |                                      |  |                                |   | 10/01/2003   | 10/01/2012  | Common Stock | 25,000                     |
| Stock Options (Right to buy)               | \$ 14  |                                      |  |                                |   | 03/22/2002   | 03/22/2011  | Common Stock | 30,000                     |

## Reporting Owners

| Reporting Owner Name / Address    | Relationships |           |                            |       |
|-----------------------------------|---------------|-----------|----------------------------|-------|
|                                   | Director      | 10% Owner | Officer                    | Other |
| ZOLDAN ADAM R<br>5880 OBERLIN DR. |               |           | Sr. or Exec Vice President |       |

SUITE 400  
SAN DIEGO, CA 92121

## Signatures

Ann L. Collins

11/02/2004

\_\_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) Stock options granted under the Advanced Marketing Services, Inc. 1995 Stock Option Plan approved by stockholders July 27, 1995. The options become exercisable in 20% increments on 10/29/05 and each of the four anniversary dates thereafter.

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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