

ACXIOM CORP  
Form 4  
May 20, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
**DIETZ CHARLES A**

(Last) (First) (Middle)

**ACXIOM CORPORATION, 1  
INFORMATION WAY**

(Street)

**LITTLE ROCK, AR 72202**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**ACXIOM CORP [ACXM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/18/2005**

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)

Products/Technology Leader

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 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)
			Code	V Amount (A) or (D) Price			
Common Stock, \$.10 Par Value	05/18/2005		M	27,400 A \$ 11.14	317,310.0835	D	
Common Stock, \$.10 Par Value	05/18/2005		M	17,371 A \$ 15.7	334,681.0835	D	
Common Stock, \$.10 Par Value	05/18/2005		M	1,942 A \$ 11.5	336,623.0835	D	

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Common Stock, \$ .10 Par Value	05/18/2005	M	10,029	A	\$ 13.325	346,652.0835	D	
Common Stock, \$ .10 Par Value	05/18/2005	M	17,164	A	\$ 12.405	363,816.0835	D	
Common Stock, \$ .10 Par Value						21,824.9139	I	by Managed Account 1
Common Stock, \$ .10 Par Value						3,728.3952	I	by Managed Account 2
Common Stock, \$ .10 Par Value						1,213.3382	I	by Managed Account 3
Common Stock, \$ .10 Par Value						29.523	I	by Managed Account 4
Common Stock, \$ .10 Par Value						19,653.9912	I	by Spouse

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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am or Nun

Option Type	Exercise Price	Grant Date	Expiration Date	Number of Shares	Notes	Expiration Date	Common Stock, \$ .10 Par Value
Non-Qualified Stock Option (right to buy)	\$ 11.14	05/18/2005	M	27,400	(1)	10/02/2016	27,400
Non-Qualified Stock Option (right to buy)	\$ 11.5	05/18/2005	M	1,942	(2)	04/02/2016	1,942
Non-Qualified Stock Option (right to buy)	\$ 12.405	05/18/2005	M	17,164	(3)	01/23/2006	17,164
Non-Qualified Stock Option (right to buy)	\$ 13.325	05/18/2005	M	10,029	(4)	04/11/2016	10,029
Non-Qualified Stock Option (right to buy)	\$ 15.7	05/18/2005	M	17,371	(5)	05/28/2012	17,371
Non-Qualified Stock Option (right to buy) (6)	\$ 11.5				(2)	04/02/2016	4,000
Non-Qualified Stock Option (right to buy) (6)	\$ 12.405				(3)	01/23/2006	1,000
Non-Qualified Stock Option (right to buy) (6)	\$ 13.325				(4)	04/11/2016	8,000
Non-Qualified Stock Option (right to buy) (6)	\$ 15.7					05/29/1997 05/28/2012	4,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DIETZ CHARLES A ACXIOM CORPORATION			Products/Technology Leader	

1 INFORMATION WAY  
LITTLE ROCK, AR 72202

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Charles A.  
Dietz

05/20/2005

\_\_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) 25% of this option vested on the date of grant. 25% vested on 7/2/02. The remaining 50% vested on July 16, 2004. Date of grant is 10/2/01.
- (2) This option became fully vested on 4/1/02. Date of grant is 4/2/01.
- (3) This option became fully vested on 1/24/05. Date of grant is 1/24/96.
- (4) This option became fully vested on 4/1/02. Date of grant is 4/11/01.
- (5) This option became fully vested on July 16, 2004. Date of grant is 5/28/97.
- (6) This option has a tandem tax withholding right.

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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