

CHILDERS CINDY K
Form 4
December 14, 2004

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 *
CHILDERS CINDY K

(Last) (First) (Middle)

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)
12/10/2004

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)
Org Development 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 (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) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount | (D) | Price |
| Common Stock, \$.10 Par Value ⁽¹⁾ | 12/10/2004 | | M | | 5,182 | A | \$ 7.43 |
| | | | | | 19,407.8308 | D | |
| Common Stock, \$.10 Par Value ⁽¹⁾ | 12/10/2004 | | M | | 6,522 | A | \$ 11.145 |
| | | | | | 25,929.8308 | D | |
| Common Stock, \$.10 Par Value ⁽¹⁾ | 12/10/2004 | | M | | 16,148 | A | \$ 14.86 |
| | | | | | 42,077.8308 | D | |

Edgar Filing: CHILDERS CINDY K - Form 4

| | | | | | | | | |
|--|------------|---|--------|---|--------------|-------------|---|----------------------------|
| Common Stock, \$.10 Par Value | 12/10/2004 | S | 3,353 | D | \$ 26.65 | 38,724.8308 | D | |
| Common Stock, \$.10 Par Value | 12/13/2004 | S | 10,152 | D | \$ 26.721 | 28,572.8308 | D | |
| Common Stock, \$.10 Par Value | 12/13/2004 | S | 1,195 | D | \$ 26.65 | 27,377.8308 | D | |
| Common Stock, \$.10 Par Value | | | | | | 6,132.292 | I | by Managed Account 1 |
| Common Stock, \$.10 Par Value | | | | | | 884.1126 | I | by Managed Account 2 |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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 Underlying Security (Instr. 3 and 4) | Amount or Number of Shares | |
|---|--|---|---|--------------------------------------|--|--|--|--|-------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | |
| Non-Qualified Stock Option (right to buy) <u>(1)</u> | \$ 7.43 | 12/10/2004 | | M | 5,182 | <u>(2)</u> | 01/24/2005 | Common Stock, \$.10 Par Value | 5,182 |
| Non-Qualified Stock Option (right to buy) | \$ 11.145 | 12/10/2004 | | M | 6,522 | <u>(2)</u> | 01/24/2005 | Common Stock, \$.10 Par | 6,522 |

| | | | | | | | |
|----------------|----------|------------|---|--------|-----|------------|------------|
| (1) | | | | | | | Value |
| Non-Qualified | | | | | | | Common |
| Stock Option | | | | | | | Stock, 16, |
| (right to buy) | \$ 14.86 | 12/10/2004 | M | 16,148 | (2) | 01/24/2005 | \$.10 Par |
| (1) | | | | | | | Value |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| CHILDERS CINDY K 1 INFORMATION WAY LITTLE ROCK, AR 72202 | | | Org Development Leader | |

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Cindy K.
Childers 12/14/2004

__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) This option has a tandem tax withholding right.
- (2) This option vested incrementally over a 9-year period. Date of grant is 1/25/95.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.