

ACXIOM CORP  
Form 4  
August 02, 2005

**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 \*  
**BLOOM ROBERT S**

(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)  
**06/14/2005**

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)  
Former Fin Relations Ldr/Treas

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 Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$.10 Par Value	08/01/2005		S		500	D	\$ 20.25	62,302	D	
Common Stock, \$.10 Par Value	06/14/2005		J		7.7902 <sup>(1)</sup>	A	\$ 21.23	595.8176	I	by Managed Account 2
Common Stock, \$.10 Par Value	06/14/2005		J		595.8176 <sup>(2)</sup>	D	\$ 21.2	0	I	by Managed Account 2

Common  
Stock,  
\$.10 Par  
Value

3,817.5904 I

by  
Managed  
Account 1

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BLOOM ROBERT S 1 INFORMATION WAY LITTLE ROCK, AR 72202			Former Fin Relations Ldr/Treas	

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Robert S. Bloom  
Date: 08/02/2005

\_\_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).  
From January 19, 2005 through May 19, 2005, these shares of the issuer's common stock had been contributed for the benefit of the (1) reporting person as the issuer's matching contribution to the reporting person's Acxiom Corporation Non-Qualified Deferred Compensation Plan (a non-tax-conditioned supplemental retirement plan account). \$21.23 was the average share price for this period.

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- (2) These shares, which were held for the benefit of the reporting person in the Acxiom Corporation Non-Qualified Deferred Compensation Plan (the "Plan") were liquidated, along with all of the reporting person's other investments in the Plan, after cessation of the reporting person's employment with the issuer pursuant to the terms of the Plan, and pursuant to a previously-made election by the reporting person to receive any funds accumulated in the Plan in a lump sum payment following cessation of employment.

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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