

ZAFFARONI KEVIN R
Form 4
February 15, 2005

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 *
ZAFFARONI KEVIN R

(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)
09/03/2004

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)
International Org 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, \$.10 Par Value	09/03/2004		J		135.2569 (1)	A	\$ 19.0995 731.272
Common Stock, \$.10 Par Value	10/08/2004		J		128.0212 (1)	A	\$ 20.179 859.2932
Common Stock, \$.10 Par Value	11/04/2004		J		121.5689 (1)	A	\$ 21.25 980.8621

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Common Stock, \$.10 Par Value	12/03/2004	J	<u>120.1749</u> ⁽¹⁾	A	\$ 21.4965	1,101.037	D	
Common Stock, \$.10 Par Value	01/05/2005	J	<u>115.5598</u> ⁽¹⁾	A	\$ 22.355	1,216.5968	D	
Common Stock, \$.10 Par Value	02/03/2005	J	<u>131.6821</u> ⁽¹⁾	A	\$ 19.618	1,348.2789	D	
Common Stock, \$.10 Par Value	02/11/2005	S	1,000	D	\$ 22.36	348.2789	D	
Common Stock, \$.10 Par Value ⁽²⁾	02/11/2005	M	4,158	A	\$ 11.14	4,506.2789	D	
Common Stock, \$.10 Par Value ⁽²⁾	02/11/2005	M	2,078	A	\$ 11.14	6,584.2789	D	
Common Stock, \$.10 Par Value	02/11/2005	S	6,236	D	\$ 22.384	348.2789	D	
Common Stock, \$.10 Par Value						91.5467	I	by Managed Account 1
Common Stock, \$.10 Par Value						218.4724	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.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

