

Howe Richard K  
Form 4  
November 03, 2006

**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 \*  
Howe Richard K

(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)  
04/10/2006

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)  
Marketing Organization 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 or Price		
Common Stock, \$.10 Par Value	04/10/2006		J		119.5138 (1)	A	\$ 21.964 5,406.5198 D
Common Stock, \$.10 Par Value	05/03/2006		J		119.1449 (1)	A	\$ 22.032 5,525.6647 D
Common Stock, \$.10 Par Value	06/05/2006		J		130.9684 (1)	A	\$ 20.043 5,656.6331 D

Edgar Filing: Howe Richard K - Form 4

Common Stock, \$.10 Par Value	07/07/2006	J	<u>123.5294</u> (1)	A	\$ 21.25	5,780.1625	D	
Common Stock, \$.10 Par Value	08/03/2006	J	<u>140.1701</u> (1)	A	\$ 20.808	5,920.3326	D	
Common Stock, \$.10 Par Value	09/06/2006	J	<u>141.2666</u> (1)	A	\$ 20.6465	6,061.5992	D	
Common Stock, \$.10 Par Value	10/04/2006	J	<u>139.147</u> (1)	A	\$ 20.961	6,200.7462	D	
Common Stock, \$.10 Par Value						562.6146	I	by Managed Account 1

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) (2)	\$ 25	11/02/2006		A	60,000	(3)	11/02/2018	Common Stock, \$.10 Par Value	60,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Howe Richard K ACXIOM CORPORATION 1 INFORMATION WAY LITTLE ROCK, AR 72202			Marketing Organization Leader	

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Richard K.  
Howe

11/03/2006

\_\_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) These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.
  - (2) This option has a tandem tax withholding right.
  - (3) This option vests incrementally over a 6-year period.

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.