

Marr Holly
Form 3
January 10, 2005

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *

Â Marr Holly

(Last)

(First)

(Middle)

2. Date of Event Requiring
Statement

(Month/Day/Year)

01/01/2005

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

4. Relationship of Reporting
Person(s) to Issuer

5. If Amendment, Date Original
Filed(Month/Day/Year)

ACXIOM CORPORATION,Â 1
INFORMATION WAY

(Street)

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer ____ Other
(give title below) (specify below)
Delivery Center Org Leader

6. Individual or Joint/Group
Filing(Check Applicable Line)
__X__ Form filed by One Reporting
Person
____ Form filed by More than One
Reporting Person

LITTLE ROCK,Â ARÂ 72202

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Common Stock, \$.10 Par Value

6,088.7695

D

Â

Common Stock, \$.10 Par Value

462.0686

I

by Managed Account 1

Common Stock, \$.10 Par Value

170.7119

I

by Managed Account 2

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

SEC 1473 (7-02)

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information contained in this form are not
required to respond unless the form displays a
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(Month/Day/Year)

3. Title and Amount of
Securities Underlying

4. Conversion

5. Ownership

6. Nature of Indirect
Beneficial

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	Date Exercisable	Expiration Date	Derivative Security (Instr. 4) Title	Amount or Number of Shares	or Exercise Price of Derivative Security	Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	Ownership (Instr. 5)
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽²⁾	08/08/2016	Common Stock, \$.10 Par Value	13,503	\$ 11.14	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽³⁾	10/02/2016	Common Stock, \$.10 Par Value	8,963	\$ 11.14	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	04/01/2001	04/02/2016	Common Stock, \$.10 Par Value	907	\$ 11.5	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁴⁾	01/24/2006	Common Stock, \$.10 Par Value	1,056	\$ 12.405	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	04/01/2001	04/11/2016	Common Stock, \$.10 Par Value	4,687	\$ 13.325	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽²⁾	08/08/2016	Common Stock, \$.10 Par Value	6,987	\$ 13.925	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁵⁾	08/06/2015	Common Stock, \$.10 Par Value	12,240	\$ 15.1	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	05/28/1997	05/28/2012	Common Stock, \$.10 Par Value	3,181	\$ 15.7	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁶⁾	08/07/2017	Common Stock, \$.10 Par Value	4,510	\$ 16.35	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽²⁾	08/08/2016	Common Stock, \$.10 Par Value	7,209	\$ 16.71	D	Â

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Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁷⁾	01/29/2007	Common Stock, \$.10 Par Value	1,391	\$ 17.38	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁸⁾	10/13/2014	Common Stock, \$.10 Par Value	11,121	\$ 17.93	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁹⁾	01/24/2006	Common Stock, \$.10 Par Value	1,456	\$ 18.61	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	Â ⁽⁶⁾	08/07/2017	Common Stock, \$.10 Par Value	2,353	\$ 20.438	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	08/04/2016	Common Stock, \$.10 Par Value	7,000	\$ 22.61	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	08/09/2015	Common Stock, \$.10 Par Value	9,499	\$ 23.4375	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	05/20/2013	Common Stock, \$.10 Par Value	1,033	\$ 24.24	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	08/07/2017	Common Stock, \$.10 Par Value	2,446	\$ 24.525	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	01/24/2006	Common Stock, \$.10 Par Value	3,934	\$ 24.81	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	12/02/2004	12/02/2016	Common Stock, \$.10 Par Value	10,000	\$ 26.05	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	01/29/2007	Common Stock, \$.10 Par Value	856	\$ 26.06	D	Â
	05/26/1999	05/26/2014		8,256	\$ 26.08	D	Â

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Non-Qualified Stock Option (right to buy) ⁽¹⁾			Common Stock, \$.10 Par Value				
Non-Qualified Stock Option (right to buy) ⁽¹⁾	05/24/2000	05/24/2015	Common Stock, \$.10 Par Value	2,518	\$ 27.75	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	05/26/2014	Common Stock, \$.10 Par Value	2,197	\$ 32.6	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	01/29/2007	Common Stock, \$.10 Par Value	1,032	\$ 34.75	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	05/20/2013	Common Stock, \$.10 Par Value	596	\$ 36.36	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	05/26/2014	Common Stock, \$.10 Par Value	2,393	\$ 39.12	D	Â
Non-Qualified Stock Option (right to buy) ⁽¹⁾	07/16/2004	05/20/2013	Common Stock, \$.10 Par Value	674	\$ 48.48	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Marr Holly ACXIOM CORPORATION 1 INFORMATION WAY LITTLE ROCK, AR 72202	Â	Â	Â Delivery Center Org Leader	Â

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Holly Marr 01/10/2005

 **Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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 vests incrementally over a 6-year period. Date of grant is 8/8/01.
- (3) 25% of this option vested on the date of grant. 25% vested on 7/2/02. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.
- (4) This option vests incrementally over a 9-year period. Date of grant is 1/24/96.
- (5) This option vests incrementally over a 6-year period. Date of grant is 8/6/03.
- (6) This option vests incrementally over a 6-year period. Date of grant is 8/7/02.
- (7) This option vests incrementally over a 9-year period. Date of grant is 1/29/97.
- (8) This option vests incrementally over a 6-year period. Date of grant is 10/13/99.
- (9) This option vests incrementally over a 9-year period. Date of grant is 1/24/96.

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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