

ACXIOM CORP
Form 4
October 19, 2004

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 *
MORGAN CHARLES D

(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)
10/15/2004

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)
President/Company 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	10/15/2004		M		29,430	A	\$ 12.405
Common Stock, \$.10 Par Value	10/15/2004		M		6,000	A	\$ 15.7
Common Stock, \$.10 Par Value	10/15/2004		M		4,028	A	\$ 11.5

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Common Stock, \$.10 Par Value	10/15/2004	M	20,796	A	\$ 13.325	3,288,235	D	
Common Stock, \$.10 Par Value	10/15/2004	M	39,772	A	\$ 11.14	3,328,007	D	
Common Stock, \$.10 Par Value						1,628	I	by Family Ltd Prtshp
Common Stock, \$.10 Par Value						51,653.2023	I	by Managed Account 1
Common Stock, \$.10 Par Value						6,345.8429	I	by Managed Account 2
Common Stock, \$.10 Par Value						103,195	I	by Spouse

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)	8. Amount or Number of S	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Non-Qualified Stock Option (right to buy)	\$ 11.14	10/15/2004		M	39,772	<u>(1)</u>	10/02/2016	Common Stock, \$.10 Par	39

								Value
Non-Qualified Stock Option (right to buy)	\$ 11.5	10/15/2004	M	4,028	04/01/2002	04/02/2016		Common Stock, \$.10 Par Value
Non-Qualified Stock Option (right to buy)	\$ 12.405	10/15/2004	M	29,430	(2)	01/23/2006		Common Stock, \$.10 Par Value
Non-Qualified Stock Option (right to buy)	\$ 13.325	10/15/2004	M	20,796	04/01/2002	04/11/2016		Common Stock, \$.10 Par Value
Non-Qualified Stock Option (right to buy)	\$ 15.7	10/15/2004	M	6,000	05/28/1997	05/28/2012		Common Stock, \$.10 Par Value

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MORGAN CHARLES D 1 INFORMATION WAY LITTLE ROCK, AR 72202	X		President/Company Leader	

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Charles D. Morgan
10/18/2004

__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) 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.

(2) 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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