

SELF DENNIS D.  
Form 5  
May 02, 2018

**FORM 5**

**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).  
Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL 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

1. Name and Address of Reporting Person \*  
SELF DENNIS D.

(Last) (First) (Middle)

ACXIOM CORPORATION, 301  
E. DAVE WARD DRIVE

(Street)

CONWAY, AR 72032

(City) (State) (Zip)

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

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
03/31/2018

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)  
Divisional President

6. Individual or Joint/Group Reporting

(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 at end of Issuer's Fiscal Year (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|--|--|---|
| COMMON STOCK, \$ .10 PAR VALUE  | 08/01/2017                           | ^  | I5                             | 1,300.3384 D \$ 26.88   | 94.1658 (1)  | I  | BY MANAGED ACCOUNT 1                                  |
| COMMON STOCK, \$ .10 PAR VALUE  | 05/01/2017                           | ^  | J                              | 85 (2) A \$ 24.6245   | 91,796   | D  | ^   |

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|                                |            |   |   |                |   |            |        |   |   |
|--------------------------------|------------|---|---|----------------|---|------------|--------|---|---|
| COMMON STOCK, \$0.10 PAR VALUE | 05/31/2017 | Â | J | 95 <u>(2)</u>  | A | \$ 22.27   | 91,891 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 06/30/2017 | Â | J | 95 <u>(2)</u>  | A | \$ 22.083  | 91,986 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 07/31/2017 | Â | J | 91 <u>(2)</u>  | A | \$ 22.9245 | 92,077 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 08/31/2017 | Â | J | 107 <u>(2)</u> | A | \$ 19.7965 | 92,184 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 10/02/2017 | Â | J | 100 <u>(2)</u> | A | \$ 21.029  | 92,284 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 10/31/2017 | Â | J | 98 <u>(2)</u>  | A | \$ 21.386  | 92,382 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 11/30/2017 | Â | J | 10 <u>(2)</u>  | A | \$ 23.1625 | 92,392 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 01/30/2018 | Â | J | 91 <u>(2)</u>  | A | \$ 23.0095 | 92,483 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 02/28/2018 | Â | J | 91 <u>(2)</u>  | A | \$ 23.2645 | 92,574 | D | Â |
| COMMON STOCK, \$0.10 PAR VALUE | 03/31/2018 | Â | J | 106 <u>(2)</u> | A | \$ 19.788  | 92,680 | D | Â |

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)

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| 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. Price of Underlying Security (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

  

| Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|------------------|-----------------|-------|----------------------------|
| (A) (D)          |                 |       |                            |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                        |       |
|--|---------------|-----------|------------------------|-------|
|  | Director      | 10% Owner | Officer                | Other |
| SELF DENNIS D.<br>ACXIOM CORPORATION<br>301 E. DAVE WARD DRIVE<br>CONWAY, AR 72032 | Â             | Â         | Â Divisional President | Â     |

## Signatures

/s/ By: Catherine L. Hughes, Attorney-in-Fact For: Dennis D. Self 05/02/2018

\_\_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) Includes 275.9216 shares acquired during fiscal 2018 under the Company's 401(k) Retirement Savings Plan.
- (2) These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.

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