

CHILDERS CINDY K  
Form 4  
December 14, 2004

**FORM 4**

**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).

**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 \*  
CHILDERS CINDY K

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
12/10/2004

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

Org Development Leader

1 INFORMATION WAY

(Street)

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

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

LITTLE ROCK, AR 72202

(City) (State) (Zip)

**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 <sup>(1)</sup>	12/10/2004		M		5,182	A	\$ 7.43
					19,407.8308	D	
Common Stock, \$.10 Par Value <sup>(1)</sup>	12/10/2004		M		6,522	A	\$ 11.145
					25,929.8308	D	
Common Stock, \$.10 Par Value <sup>(1)</sup>	12/10/2004		M		16,148	A	\$ 14.86
					42,077.8308	D	

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Common Stock, \$.10 Par Value	12/10/2004	S	3,353	D	\$ 26.65	38,724.8308	D	
Common Stock, \$.10 Par Value	12/13/2004	S	10,152	D	\$ 26.721	28,572.8308	D	
Common Stock, \$.10 Par Value	12/13/2004	S	1,195	D	\$ 26.65	27,377.8308	D	
Common Stock, \$.10 Par Value						6,132.292	I	by Managed Account 1
Common Stock, \$.10 Par Value						884.1126	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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(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) <u>(1)</u>	\$ 7.43	12/10/2004		M	5,182	<u>(2)</u>	01/24/2005	Common Stock, \$.10 Par Value	5,182
Non-Qualified Stock Option (right to buy)	\$ 11.145	12/10/2004		M	6,522	<u>(2)</u>	01/24/2005	Common Stock, \$.10 Par	6,522

<u>(1)</u>											Value
Non-Qualified Stock Option (right to buy)	\$ 14.86	12/10/2004		M	16,148	<u>(2)</u>	01/24/2005				Common Stock, \$.10 Par Value
<u>(1)</u>											16,148

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CHILDERS CINDY K 1 INFORMATION WAY LITTLE ROCK, AR 72202			Org Development Leader	

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Cindy K. Childers  
12/14/2004

         \*\*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) This option has a tandem tax withholding right.
- (2) This option vested incrementally over a 9-year period. Date of grant is 1/25/95.

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.