

Suther Timothy J
 Form 3
 August 11, 2010

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 Suther Timothy J
 (Last) (First) (Middle)

ACXIOM CORPORATION,Â 601 E. THIRD STREET
 (Street)

LITTLE ROCK,Â ARÂ 72201
 (City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)
 08/03/2010

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

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer ___ Other
 (give title below) (specify below)
 Chief Marketing Officer

5. 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

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	62,475 ⁽¹⁾	D	Â
Common Stock, \$.10 Par Value	1,883.9635 ⁽²⁾	I	by Managed Account 1
Common Stock, \$.10 Par Value	398.6948 ⁽³⁾	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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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date <small>(Month/Day/Year)</small>		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Non-Qualified Stock Option (right to buy)	Â (4)	06/29/2019	Common Stock, \$.10 Par Value	20,000	\$ 8.9	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	05/22/2018	Common Stock, \$.10 Par Value	35,098	\$ 13.7	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	10/04/2017	Common Stock, \$.10 Par Value	75,000	\$ 15.66	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	05/18/2020	Common Stock, \$.10 Par Value	7,163	\$ 17.79	D	Â
Non-Qualified Stock Option (right to buy)	03/28/2005 ⁽⁵⁾	03/28/2017	Common Stock, \$.10 Par Value	20,000	\$ 21.06	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Suther Timothy J ACXIOM CORPORATION 601 E. THIRD STREET LITTLE ROCK, AR 72201	Â	Â	Â Chief Marketing Officer	Â

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Timothy J. Suther 08/11/2010

**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).

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This total includes 39,617 restricted stock units that represent a contingent right to receive one share of the registrant's common stock per unit. The units vest incrementally over four years from their grant dates, with 25% of the total becoming vested on each of the first through fourth anniversaries of the grant dates, contingent upon the reporting person's continued employment with the registrant. This

- (1) total also includes 5,405 performance units that represent a contingent right to receive one share of registrant's common stock per unit. Vesting will occur on March 29, 2013, contingent upon the reporting person's having satisfied certain performance criteria approved by the Compensation Committee of the registrant's Board of Directors, and contingent upon the reporting person's continued employment with the registrant.
- (2) These shares are held under the Company's 401(k) Retirement Savings Plan.
- (3) These shares are held under the Company's Supplemental Executive Retirement Plan.
- (4) These options vest incrementally over four years from their grant dates, with 25% of the total becoming vested on each of the first through fourth anniversaries of the grant dates.
- (5) These stock options were fully vested on the date of grant.

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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