

Kellam Arthur Garrison Jr.  
Form 3  
June 09, 2011

**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)

<p>1. Name and Address of Reporting Person *</p> <p>Â Kellam Arthur Garrison Jr.</p> <p>(Last) (First) (Middle)</p> <p>ACXIOM CORPORATION,Â 601 E. THIRD STREET</p> <p>(Street)</p> <p>LITTLE ROCK,Â ARÂ 72201</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>06/02/2011</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>ACXIOM CORP [ACXM]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p>___ Director ___ 10% Owner  <input checked="" type="checkbox"/> Officer ___ Other                  (give title below) (specify below)                  Vice President - Finance</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p>___ Form filed by More than One Reporting Person</p>
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**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	23,951.265 <sup>(1)</sup>	D	Â
Common Stock, \$.10 Par Value	3,055.859 <sup>(2)</sup>	I	by Managed Account 1

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)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/08/2016	Common Stock, \$.10 Par Value	835	\$ 11.14	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	10/02/2016	Common Stock, \$.10 Par Value	170	\$ 11.14	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	10/30/2017	Common Stock, \$.10 Par Value	2,246	\$ 12.25	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/08/2016	Common Stock, \$.10 Par Value	3,020	\$ 13.925	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/06/2015	Common Stock, \$.10 Par Value	5,601	\$ 15.1	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/07/2017	Common Stock, \$.10 Par Value	2,088	\$ 16.35	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/08/2016	Common Stock, \$.10 Par Value	3,115	\$ 16.71	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	01/29/2012	Common Stock, \$.10 Par Value	480	\$ 17.38	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	10/13/2014	Common Stock, \$.10 Par Value	1,000	\$ 17.93	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/07/2017	Common Stock, \$.10 Par Value	1,089	\$ 20.438	D	Â

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Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/04/2016	Common Stock, \$.10 Par Value	7,000	\$ 22.61	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/09/2015	Common Stock, \$.10 Par Value	7,657	\$ 23.4375	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	05/20/2013	Common Stock, \$.10 Par Value	829	\$ 24.24	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/07/2017	Common Stock, \$.10 Par Value	1,132	\$ 24.525	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	01/29/2012	Common Stock, \$.10 Par Value	443	\$ 26.06	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	05/26/2014	Common Stock, \$.10 Par Value	1,227	\$ 26.08	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	05/24/2015	Common Stock, \$.10 Par Value	1,948	\$ 27.75	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	08/09/2015	Common Stock, \$.10 Par Value	788	\$ 29.297	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	05/26/2014	Common Stock, \$.10 Par Value	529	\$ 32.6	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	05/24/2015	Common Stock, \$.10 Par Value	674	\$ 34.69	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(3)</u>	01/29/2012	Common Stock, \$.10 Par Value	534	\$ 34.75	D	Â
	Â <u>(3)</u>	08/09/2015		825	\$ 35.156	D	Â

Option Type	Code	Grant Date	Common Stock, \$ .10 Par Value	Quantity	Price	Category	Code
Non-Qualified Stock Option (right to buy)	Â (3)	05/20/2013	Common Stock, \$ .10 Par Value	478	\$ 36.36	D	Â
Non-Qualified Stock Option (right to buy)	Â (3)	05/26/2014	Common Stock, \$ .10 Par Value	576	\$ 39.12	D	Â
Non-Qualified Stock Option (right to buy)	Â (3)	05/24/2015	Common Stock, \$ .10 Par Value	708	\$ 41.63	D	Â
Non-Qualified Stock Option (right to buy)	Â (3)	05/20/2013	Common Stock, \$ .10 Par Value	541	\$ 48.48	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kellam Arthur Garrison Jr. ACXIOM CORPORATION 601 E. THIRD STREET LITTLE ROCK, AR 72201	Â	Â	Â Vice President - Finance	Â

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Arthur G. Kellam 06/09/2011

\_\_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).

This total includes 18,938 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.

(2) These shares are held under the Company's 401(k) Retirement Savings Plan.

(3) These stock options are fully vested.

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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