FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>GAMBILL HARRY C</u>						2. Issuer Name <b>and</b> Ticker or Trading Symbol ACXIOM CORP ACXM								5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
														X Directo	r	10%	Owner
(Last) TRANS	ast) (First) (Middle)					3. Date of Earliest Transaction (Month/Day/Year) 02/04/2004								Officer below)	(give title	Other below	(specify )
555 WEST ADAMS					$\vdash$												
					_ 4.1	4. If Amendment, Date of Original Filed (Month/Day/Year)								Individual or Joint/Group Filing (Check Applicable Line)			
(Street)													- 1	,	led by One F	Reporting Pers	on
CHICAGO IL 60661													_	led by More	than One Rep	- 1	
(City)	city) (State) (Zip)																
		Tal	ole I - No	n-Deri	ivativ	e Se	curities	Acc	quired,	Dis	posed o	f, or Ber	neficial	y Owned			
1. Title of Security (Instr. 3)  2. Transac Date (Month/Da					ear)	2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Disposed Code (Instr.		ies Acquired (A) or Of (D) (Instr. 3, 4 an		Benefici	es I ally Following (	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership		
									Code	v	Amount	(A) or (D)	Price	Transact (Instr. 3	ion(s)		(Instr. 4)
Common Stock, \$.10 Par Value 02/04/					4/200	2004		J		2,000(1	000 <sup>(1)</sup> A \$		4 12,	12,119			
			Table II -								osed of, convertib			Owned			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution I if any (Month/Day	Date,	ate, Transaction				6. Date Exercisable a Expiration Date (Month/Day/Year)		е	nd 7. Title and Amount of Securities Underlying Derivative Secu (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s)	Ownersh Form: / Direct (D or Indirec (I) (Instr.	Beneficial Ownership t (Instr. 4)
					Code		(A)	(D)	Date Exercisal		Expiration Date	Title	Amount or Number of Shares		(Instr. 4)	1(5)	
Non- Qualified Stock Option (right to	\$18.64	02/04/2004			A		2,500 <sup>(3)</sup>		(4)		02/03/2016	Common Stock, \$.10 Par Value	2,500	\$0	2,500	D	

## **Explanation of Responses:**

- 1. These shares were issued to the reporting person as part of his annual retainer as a member of the registrant's Board of Directors.
- 2. This option has a tandem tax withholding right.
- 3. This option was granted pursuant to the Registrant's Amended and Restated Key Employee Stock Option Plan, originally adopted in 1983 and most recently amended in May, 2000, as part of the reporting person's annual retainer as a member of the registrant's Board of Directors.
- 4. This option, which has a term of twelve years, becomes exercisable in three equal annual installments beginning on the first anniversary of the grant date.

By: Catherine L. Hughes, Attorney-in-Fact For: Harry C. 02/06/2004 Gambill

\*\* Signature of Reporting Person Date

 $Reminder: Report \ on \ a \ separate \ line \ for \ each \ class \ of \ securities \ beneficially \ owned \ directly \ or \ indirectly.$ 

- \* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.