OMB APPROVAL OMB Number: 3235-0101 Expires: August 31, 2003 Estimated average burden hours per response.....2.0

SEC USE ONLY DOCUMENT SEQUENCE NO. CUSIP NUMBER WORK LOCATION

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

1(a) NAME OF ISSUER(Please type or print)	(b) IRS IDENT. NO.		(<i>c</i>) S.E.C. FILE NO.					
Acxiom Corporation	71-05	0581897 0-13163						
1(d) ADDRESS OF ISSUER STREET CITY STATE ZIP CODE (e) TELEPHOI								
1 Information Way Little Rock	A	R 72202			AREA CODE	NUMBER		
					(501)	342-1000		
2(a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD	(b) IRS IDENT. NO.	(c) RELATIONSHIP TO ISSUER		(d) A	(d) ADDRESS STREET CITY STATE ZIP CODE			
Jefferson D. Stalnaker		-	ny Financial ons Leader	1 Ir 722	nformation Way, Little Ro 02	ock, AR		

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

3(a)	(b)	SEC USE ONLY	(c)	(d)	(e)	(f)	(g)
Title of the Class of Securities To Be Sold	Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker who is Acquiring the Securities	Broker-Dealer File Number	Number of Shares or Other Units To Be Sold <i>(See instr.</i> <i>3(c))</i>	Aggregate Market Value (See instr. 3(d))	Number of Shares or Other Units Outstanding (See instr. 3(e))	Approximate Date of Sale (See instr. 3(f)) (MO. DAY YR.)	Name of Each Securities Exchange (See instr. 3(g))
Common Stock, \$.10 par value	E*Trade (Online trade through website)		2,545	\$67,443	86,791,120	12/07/04	NASDAQ

INSTRUCTIONS:

- 1. (a) Name of Issuer
 - (b) Issuer's I.R.S. Identification Number
 - (c) Issuer's SEC file number, if any(d) Issuer's address, including zip code
- (e) Issuer's telephone number, including area code

 (a) Name of person for whose account the securities are to be sold (b) Such person's I.R.S. identification number, if such person is an entity

(c) Such person's relationship to the Issuer(e.g., officer, director, 10% stockholder or member of immediate family of any of the foregoing)

(d) Such person's address, including zip code

3. (a) Title of the class of securities to be sold

- (b) Name and address of each broker through whom the securities are intended to be sold (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
- (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to filing of this notice (e) Number of shares or other units of the class outstanding, or if debt securities the face
- amount thereof outstanding, as shown by the most recent report or statement published by the issuer
 - (f) Approximate date on which the securities will be sold

(g) Name of each securities exchange, if any, on which the securities are intended to be sold

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 control number.

Furnish the following information with respect to the acquisition of securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date yo Acquire		from Acq (If gift, date	f Person Whom uired also give donor uired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common 12/07/04 Stock, \$.10 par value		04 Option exercises & sale	Acxiom Corporation		2,545	12/07/04	Cash
INSTRUCTION	I. If the securities were purchased and full payment there not made in cash at the time of purchase, explain in the tat toote thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, o payment was made in installments describe the arrangem tate when the note or other obligation was discharged in ast installment paid.	ble or in a r if ent and	for whose other optic	account they are t on to dispose of se	o be sold had any s	e securities the person hort positions, put or in paragraph (d)(3) of thereto.	

TABLE II - SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

	Name and Address of Seller	Title of Securities Sold		Date of Sale	Amount of Securities Sold	Gros Proce				
RI	EMARKS:									
IN	INSTRUCTIONS:			ATTENTION:						
See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.				The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed.						
	12/07/04				Attorney	Catherine L. Hughes, -in-Fact for Jefferson D. Stalnal	ker			
Date of Notice					Signature					

This notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be mutually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omissions of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)