

Donovan Shawn M  
Form 3  
May 29, 2009

**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 \*

Donovan Shawn M  
(Last) (First) (Middle)

ACXIOM CORPORATION, 601 E. THIRD STREET  
(Street)

LITTLE ROCK, AR 72201  
(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
05/27/2009

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)  
Sr. Vice President

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	42,000 <sup>(1)</sup>	D	
Common Stock, \$.10 Par Value	358.2426 <sup>(2)</sup>	I	by Managed Account 1
Common Stock, \$.10 Par Value	93.9323 <sup>(3)</sup>	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)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

## Edgar Filing: Donovan Shawn M - Form 3

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)	05/22/2018	Common Stock, \$.10 Par Value	75,000	\$ 13.7	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Donovan Shawn M ACXIOM CORPORATION 601 E. THIRD STREET LITTLE ROCK, AR 72201	Â	Â	Â Sr. Vice President	Â

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Shawn M. Donovan 05/29/2009

\_\_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).
- (1) Contains 14,000 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, with 25% of the total becoming vested on each of the first through the fourth anniversaries of the date of grant (May 22, 2008), contingent upon the reporting person's continued employment with the registrant. This total also contains 28,000 performance units granted on May 22, 2008 that represent a contingent right to receive one share of registrant's common stock per unit. Vesting will occur on May 22, 2011, 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) This option vests incrementally over four years, with 25% of the total becoming vested on the first anniversary date of the date of grant (May 22, 2008), and 25% each twelve months thereafter until 100% vested.

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.