

CHILDERS CINDY K
Form 4
August 30, 2006

FORM 4

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

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 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 *
CHILDERS CINDY K

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
04/10/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)

Org Development Leader

1 INFORMATION WAY

(Street)

4. 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

LITTLE ROCK, AR 72202

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)		
			Code	V	Amount or Price				
Common Stock, \$.10 Par Value	04/10/2006		J		3.6423 (1)	A	\$ 21.964	29,888.4824	D
Common Stock, \$.10 Par Value	05/03/2006		J		3.6311 (1)	A	\$ 22.032	29,892.1135	D
Common Stock, \$.10 Par Value	06/05/2006		J		3.9914 (1)	A	\$ 20.043	29,896.1049	D

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Common Stock, \$.10 Par Value	07/07/2006	J	<u>3.7647</u> (1)	A	\$ 21.25	29,899.8696	D	
Common Stock, \$.10 Par Value	08/03/2006	J	<u>3.8447</u> (1)	A	\$ 20.808	29,903.7143	D	
Common Stock, \$.10 Par Value	08/28/2006	M	5,687	A	\$ 17.38	35,590.7143	D	
Common Stock, \$.10 Par Value	08/28/2006	M	18,041	A	\$ 17.93	53,631.7143	D	
Common Stock, \$.10 Par Value	08/28/2006	M	27,919	A	\$ 16.35	81,550.7143	D	
Common Stock, \$.10 Par Value	08/28/2006	S/K	35,491	D	\$ 24.76	46,059.7143	D	
Common Stock, \$.10 Par Value						6,747.9053	I	by Managed Account 1
Common Stock, \$.10 Par Value						1,316.7129	I	by Managed Account 2

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

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.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
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		(Instr. 3, 4, and 5)			Date Exercisable	Expiration Date	Title	Am or Num of S
Code	V	(A)	(D)					
							Common Stock, \$.10 Par Value	27
Non-Qualified Stock Option (right to buy)	\$ 16.35	08/28/2006		M	03/24/2005	08/07/2017		
Non-Qualified Stock Option (right to buy)	\$ 17.38	08/28/2006		M	03/24/2005	01/28/2007	Common Stock, \$.10 Par Value	5
Non-Qualified Stock Option (right to buy)	\$ 17.93	08/28/2006		M	05/18/2000	10/12/2014	Common Stock, \$.10 Par Value	18

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CHILDERS CINDY K 1 INFORMATION WAY LITTLE ROCK, AR 72202			Org Development Leader	

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Cindy K. Childers
 08/30/2006
 **Signature of Reporting Person Date

Explanation of Responses:

- * 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).

(1) These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.

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.