

SELF DENNIS D.
Form 5
May 02, 2018

FORM 5

**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).
Form 3 Holdings Reported Form 4 Transactions Reported

ANNUAL 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

1. Name and Address of Reporting Person *
SELF DENNIS D.

(Last) (First) (Middle)

ACXIOM CORPORATION, 301
E. DAVE WARD DRIVE

(Street)

CONWAY, AR 72032

(City) (State) (Zip)

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

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)
03/31/2018

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Divisional President

6. Individual or Joint/Group Reporting

(check applicable line)

Form Filed by One Reporting Person
 Form Filed by More than One Reporting Person

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 at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
COMMON STOCK, \$.10 PAR VALUE	08/01/2017	^	I5	1,300.3384 D \$ 26.88	94.1658 (1)	I	BY MANAGED ACCOUNT 1
COMMON STOCK, \$.10 PAR VALUE	05/01/2017	^	J	85 (2) A \$ 24.6245	91,796	D	^

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COMMON STOCK, \$0.10 PAR VALUE	05/31/2017	Â	J	95 <u>(2)</u>	A	\$ 22.27	91,891	D	Â
COMMON STOCK, \$0.10 PAR VALUE	06/30/2017	Â	J	95 <u>(2)</u>	A	\$ 22.083	91,986	D	Â
COMMON STOCK, \$0.10 PAR VALUE	07/31/2017	Â	J	91 <u>(2)</u>	A	\$ 22.9245	92,077	D	Â
COMMON STOCK, \$0.10 PAR VALUE	08/31/2017	Â	J	107 <u>(2)</u>	A	\$ 19.7965	92,184	D	Â
COMMON STOCK, \$0.10 PAR VALUE	10/02/2017	Â	J	100 <u>(2)</u>	A	\$ 21.029	92,284	D	Â
COMMON STOCK, \$0.10 PAR VALUE	10/31/2017	Â	J	98 <u>(2)</u>	A	\$ 21.386	92,382	D	Â
COMMON STOCK, \$0.10 PAR VALUE	11/30/2017	Â	J	10 <u>(2)</u>	A	\$ 23.1625	92,392	D	Â
COMMON STOCK, \$0.10 PAR VALUE	01/30/2018	Â	J	91 <u>(2)</u>	A	\$ 23.0095	92,483	D	Â
COMMON STOCK, \$0.10 PAR VALUE	02/28/2018	Â	J	91 <u>(2)</u>	A	\$ 23.2645	92,574	D	Â
COMMON STOCK, \$0.10 PAR VALUE	03/31/2018	Â	J	106 <u>(2)</u>	A	\$ 19.788	92,680	D	Â

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

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

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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) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Price of Underlying Security (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SELF DENNIS D. ACXIOM CORPORATION 301 E. DAVE WARD DRIVE CONWAY, AR 72032	Â	Â	Â Divisional President	Â

Signatures

/s/ By: Catherine L. Hughes, Attorney-in-Fact For: Dennis D. Self 05/02/2018

__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) Includes 275.9216 shares acquired during fiscal 2018 under the Company's 401(k) Retirement Savings Plan.
- (2) 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 provided 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.