

SELF DENNIS D.
Form 4
April 03, 2018

FORM 4

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

OMB APPROVAL

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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 *
SELF DENNIS D.

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)
ACXIOM CORPORATION, 301 E. DAVE WARD DRIVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/31/2018

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

LITTLE ROCK, AR 72032

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

(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 Indirect Beneficial Ownership (Instr. 4)
COMMON STOCK, \$.10 PAR VALUE	03/31/2018		A	(A) 7,488 (1)	\$ 0	96,124	D
COMMON STOCK, \$.10 PAR VALUE	04/02/2018		F	(2) 4,413	\$ 23.28	91,711	D
COMMON STOCK, \$.10 PAR VALUE					1,118.5826	I	BY MANAGED ACCOUNT 1

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

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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) (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. Number of Derivative Securities Beneficially Owned (Instr. 6)
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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 LITTLE ROCK, AR 72032			Divisional President	

Signatures

/s/ By: Catherine L. Hughes, Attorney-in-Fact For: Dennis D. Self 04/03/2018

__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) The reporting person's Form 3, as amended April 21, 2017, reported holdings of performance units at target (covering, in the aggregate, 17,214 shares of common stock), including one performance unit award covering 7,488 shares of common stock that could vest at 0% to 200% of target based upon certain performance criteria for the period ending March 31, 2018 having been satisfied and approved by the Compensation Committee of the registrant's Board of Directors. The Compensation Committee has determined that the maximum performance criteria for such performance unit award was achieved, resulting in the reporting person's grant vesting at 200% of target. This Form 4 reports the additional 7,488 shares of common stock earned by the reporting person upon vesting of the performance units.
- (2) These shares were withheld by the registrant to satisfy the reporting person's tax obligations that arose as a result of the performance unit vesting discussed in footnote 1 above.

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