ACXIOM CORP Form 5

April 24, 2017 FORM 5

OMB APPROVAL

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

3235-0362 Number: January 31, Expires: 2005

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no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

Check this box if

ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 1.0

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 1(b). Form 3 Holdings Section 17(a) of the Public Utility Holding Company Act of 1935 or Section Reported 30(h) of the Investment Company Act of 1940

Transactions

Form 4 Reported

1. Name and Address of Reporting Person * JENSON WARREN			2. Issuer Name and Ticker or Trading Symbol ACXIOM CORP [ACXM]	5. Relationship of Reporting Person(s) to Issuer			
(Last) ACXIOM CO E. DAVE W		· · · · · · · · · · · · · · · · · · ·	3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 03/31/2017	(Check all applicable) Director 10% Owner Officer (give title Other (specify below) Chief Financial Officer & EVP			
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Reporting (check applicable line)			

CONWAY, ARÂ 72032

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

(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 (A) or Dispos (Instr. 3, 4 and	sed of ad 5) (A) or	(D)	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	03/31/2017	Â	J	Amount 329.7752 (1)	(D)	Price	1,888.5064	I	by Managed Account 1
Common Stock, \$.10 Par Value	Â	Â	Â	Â	Â	Â	342,350	D	Â
Common Stock,	Â	Â	Â	Â	Â	Â	490.0604	I	by Managed

\$.10 Par Account 2 Value

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title an	d	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	Number	Expiration D	ate	Amount of	f :	Derivative
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underlying	g .	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securities		(Instr. 5)
	Derivative				Securities			(Instr. 3 ar	nd 4)	
	Security				Acquired					
					(A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
								Λm	ount	
									ount	
						Date	Expiration	or Title Nur	aa la au	
						Exercisable	Date		пост	
					(A) (D)			of		
					(A) (D)			Sha	ires	

Reporting Owners

Reporting Owner Name / Address	Relationships							
•	Director	10% Owner	Officer	Other				
JENSON WARREN ACXIOM CORPORATION 301 E. DAVE WARD DRIVE CONWAY, AR 72032	Â	Â	Chief Financial Officer & EVP	Â				

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Warren C.
Jenson
04/24/2017

**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 during fiscal 2017 under the Company's 401(k) Retirement Savings 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.

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