Abrams David C Form 4 May 03, 2012

FORM 4

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

OMB

OMB APPROVAL

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January 31, 2005

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 4 or Form 5 obligations may continue. See Instruction

Check this box

if no longer

subject to

Section 16.

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(b).

per share

(Print or Type Responses)

V 71	,							
1. Name and Address of Reporting Person * ABRAMS CAPITAL MANAGEMENT, L.P.			isuer Name and Ticker or Trading tol MAR ADVERTISING CO/NEW MR]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last)	(First)	(Middle) 3. D	te of Earliest Transaction	DirectorX 10% Owner				
222 BERKELEY STREET, 22ND FLOOR,			th/Day/Year) 1/2012	Officer (give title Other (specify below)				
i Look,	49 . S							
	(Street)		Amendment, Date Original	6. Individual or Joint/Group Filing(Check				
		File	(Month/Day/Year)	Applicable Line)				
BOSTON, MA 02116				Form filed by One Reporting Person _X_ Form filed by More than One Reporting Person				
(City)	(State)	(Zip)	Γable I - Non-Derivative Securities Acc	quired, Disposed of, or Beneficially Owned				
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, any (Month/Day/Ye	Code (Instr. 3, 4 and 5)	Securities Ownership Indirect Beneficially Form: Beneficial Owned Direct (D) Ownership Following or Indirect (Instr. 4) Reported (I) Transaction(s) (Instr. 4) (Instr. 3 and 4)				

Cl. A	Code V	7 Amount	or (D)	Price	(Instr. 3 and 4)	` ′	
Class A							
Common							See
Stock, par value 05/01/2012	S	35,400	D	\$	9,013,741	T	Footnotes
value	S	33,400	ט	32.1597	9,013,741	1	<u>(1)</u> <u>(2)</u> <u>(3)</u> <u>(4)</u>
\$0.001							(5)

Class A	05/01/2012	S	28,518	D	\$	8,985,223	I	See
Common					32.1907			Footnotes
Stock, par								(1) (2) (3) (4)
value								(5)
\$0.001								

per share								
Class A Common Stock, par value \$0.001 per share	05/01/2012	S	4,300	D	\$ 32.1944	8,980,923	I	See Footnotes (1) (2) (3) (4) (5)
Class A Common Stock, par value \$0.001 per share	05/02/2012	S	84,170	D	\$ 31.8009	8,896,753	I	See Footnotes (1) (2) (3) (4) (5)
Class A Common Stock, par value \$0.001 per share	05/02/2012	S	178,300	D	\$ 31.8005	8,718,453	I	See Footnotes (1) (2) (3) (4) (5)

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)

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

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	5.	6. Date Exerc	cisable and	7. Titl	le and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transa	ction	Number	Expiration D	ate	Amou	int of	Derivative
Security	or Exercise		any	Code	C	of	(Month/Day/	Year)	Under	rlying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr.	8) I	Derivative	e		Secur	ities	(Instr. 5)
	Derivative				5	Securities			(Instr.	3 and 4)	
	Security				A	Acquired					
					((A) or					
					I	Disposed					
					C	of (D)					
					(Instr. 3,					
					4	4, and 5)					
										A	
										Amount	
							Date	Expiration	m 1	or	
							Exercisable	Date	Title	Number	
										of	
				Code	V ((A) (D)				Shares	

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Reporting Owners 2

X

X

ABRAMS CAPITAL MANAGEMENT, L.P. 222 BERKELEY STREET, 22ND FLOOR

BOSTON, MA 02116

ABRAMS CAPITAL MANAGEMENT, LLC

222 BERKELEY STREET, 22ND FLOOR X

BOSTON, MA 02116

ABRAMS CAPITAL LLC

222 BERKELEY STREET
22ND FLOOR

BOSTON, MA 02116

Abrams David C

222 BERKELEY STREET

22ND FLOOR

BOSTON, MA 02116

Signatures

/s/ Abrams Capital Management, L.P., by Abrams Capital Management, LLC, the General Partner, by David C. Abrams, Managing Member

05/03/2012

**Signature of Reporting Person

Date

/s/ Abrams Capital Management, LLC, by David C. Abrams, Managing Member

05/03/2012

**Signature of Reporting Person

**Signature of Reporting Person

Date

/s/ Abrams Capital, LLC, by David C. Abrams, Managing Member

05/03/2012

**Signature of Reporting Person

Date

/s/ David C. Abrams

05/03/2012 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).
- These securities are held by investment funds, the general partner and/or investment adviser of which is directly or indirectly controlled by David C. Abrams. In such capacity, Mr. Abrams may be deemed to beneficially own the reported securities.
 - These securities are held by investment funds for which Abrams Capital Management, L.P. (the "LP") serves as investment adviser.
- (2) Abrams Capital Management, LLC (the "LLC") serves as the general partner of the LP. In their respective capacities, each of the LP and the LLC may be deemed to beneficially own the reported securities.
- (3) A portion of these securities are held by investment funds for which Abrams Capital, LLC ("Abrams Capital") serves as general partner. In such capacity, Abrams Capital may be deemed to beneficially own the reported securities.
- Each Reporting Person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein, and (4) the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.
- As of May 1, 2012, Abrams Capital may be deemed to beneficially own 8,440,128 shares of Class A Common Stock and Mr. Abrams, the LP and the LLC may be deemed to beneficially own 8,980,923 shares of Class A Common Stock. As of May 2, 2012, Abrams Capital may be deemed to beneficially own 8,193,477 shares of Class A Common Stock and Mr. Abrams, the LP and the LLC may be deemed to beneficially own 8,718,453 shares of Class A Common Stock.

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.

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