

Reilly Wendell
Form 4
September 25, 2012

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Reilly Wendell

(Last) (First) (Middle)

C/O LAMAR ADVERTISING
COMPANY, 5321 CORPORATE
BOULEVARD

(Street)

BATON ROUGE, LA 70808

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

LAMAR ADVERTISING CO/NEW
[LAMR]

3. Date of Earliest Transaction
(Month/Day/Year)
09/24/2012

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)

6. Individual or Joint/Group Filing(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 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)
			Code	V	Amount	(A) or (D)	Price
Class A. Common Stock	09/24/2012		S		100	D	\$ 37.4625
Class A Common Stock	09/24/2012		S		3,700	D	\$ 37.47
Class A Common Stock	09/24/2012		S		9,700	D	\$ 37.49
							69,508
							65,808
							56,108

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Class A Common Stock	09/24/2012	S	2,200	D	\$ 37.5	53,908	D
Class A Common Stock	09/24/2012	S	200	D	\$ 37.51	53,708	D
Class A Common Stock	09/24/2012	S	1,200	D	\$ 37.52	52,508	D
Class A Common Stock	09/24/2012	S	800	D	\$ 37.53	51,708	D
Class A Common Stock	09/24/2012	S	100	D	\$ 37.535	51,608	D
Class A Common Stock	09/24/2012	S	400	D	\$ 37.54	51,208	D
Class A Common Stock	09/24/2012	S	500	D	\$ 37.55	50,708	D
Class A Common Stock	09/24/2012	S	200	D	\$ 37.56	50,508	D
Class A Common Stock	09/24/2012	S	3,000	D	\$ 37.565	47,508	D
Class A Common Stock	09/24/2012	S	6,000	D	\$ 37.57	41,508	D
Class A Common Stock	09/24/2012	S	1,200	D	\$ 37.58	40,308	D
Class A Common Stock	09/24/2012	S	300	D	\$ 37.59	40,008	D
Class A Common Stock	09/24/2012	S	930	D	\$ 37.6	39,078	D
Class A Common Stock	09/24/2012	S	1,020	D	\$ 37.61	38,058	D
Class A Common	09/24/2012	S	300	D	\$	37,758	D
					37.6145		

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Stock

Class A

Common 09/24/2012

S 3,550 D \$ 37.62 34,208 D

Stock

Class A

Common 09/24/2012

S 100 D \$ 37.635 34,108 D

Stock

Class A

Common 09/24/2012

S 400 D \$ 37.64 33,708 D

Stock

Class A

Common 09/24/2012

S 100 D \$ 37.66 33,608 D

Stock

Class A

Common

253,476

I

By Trust
(1)

Stock

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 Following Reported Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

X

Reilly Wendell
C/O LAMAR ADVERTISING COMPANY
5321 CORPORATE BOULEVARD
BATON ROUGE, LA 70808

Signatures

/s/ James McIlwain, as
attorney-in-fact

09/25/2012

__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) Shares held by the Wendell Reilly Family Irrevocable Trust (the "Trust"), of which the Reporting Person is the trustee and of which the Reporting Person's three children are beneficiaries.

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