

Reilly Wendell
Form 4
September 25, 2012

FORM 4 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).

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 *
Reilly Wendell

2. Issuer Name and Ticker or Trading Symbol
LAMAR ADVERTISING CO/NEW [LAMR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

C/O LAMAR ADVERTISING COMPANY, 5321 CORPORATE BOULEVARD

(Street)

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

BATON ROUGE, LA 70808

(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)
			Code	V	Amount	(D)	Price
Class A Common Stock	09/24/2012		S		300	D	\$ 36.98 143,308
Class A Common Stock	09/24/2012		S		100	D	\$ 36.99 143,208
Class A Common Stock	09/24/2012		S		17,499	D	\$ 37 125,709

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Class A Common Stock	09/24/2012	S	100	D	\$ 37.0015	125,609	D
Class A Common Stock	09/24/2012	S	15,001	D	\$ 37.01	110,608	D
Class A Common Stock	09/24/2012	S	300	D	\$ 37.0114	110,308	D
Class A Common Stock	09/24/2012	S	200	D	\$ 37.0115	110,108	D
Class A Common Stock	09/24/2012	S	500	D	\$ 37.0118	109,608	D
Class A Common Stock	09/24/2012	S	400	D	\$ 37.015	109,208	D
Class A Common Stock	09/24/2012	S	1,868	D	\$ 37.02	107,340	D
Class A Common Stock	09/24/2012	S	100	D	\$ 37.0218	107,240	D
Class A Common Stock	09/24/2012	S	200	D	\$ 37.023	107,040	D
Class A Common Stock	09/24/2012	S	1,400	D	\$ 37.03	105,640	D
Class A Common Stock	09/24/2012	S	200	D	\$ 37.0314	105,440	D
Class A Common Stock	09/24/2012	S	1,603	D	\$ 37.04	103,837	D
Class A Common Stock	09/24/2012	S	100	D	\$ 37.0419	103,737	D
Class A Common Stock	09/24/2012	S	200	D	\$ 37.045	103,537	D
Class A Common	09/24/2012	S	5,900	D	\$ 37.05	97,637	D

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Stock								
Class A Common Stock	09/24/2012	S	100	D	\$ 37.054	97,537	D	
Class A Common Stock	09/24/2012	S	800	D	\$ 37.055	96,737	D	
Class A Common Stock	09/24/2012	S	1,746	D	\$ 37.06	94,991	D	
Class A Common Stock	09/24/2012	S	400	D	\$ 37.065	94,591	D	
Class A Common Stock	09/24/2012	S	100	D	\$ 37.066	94,491	D	
Class A Common Stock	09/24/2012	S	1,833	D	\$ 37.07	92,658	D	
Class A Common Stock	09/24/2012	S	1,100	D	\$ 37.08	91,558	D	
Class A Common Stock	09/24/2012	S	100	D	\$ 37.084	91,458	D	
Class A Common Stock	09/24/2012	S	400	D	\$ 37.085	91,058	D	
Class A Common Stock	09/24/2012	S	2,200	D	\$ 37.09	88,858	D	
Class A Common Stock	09/24/2012	S	100	D	\$ 37.095	88,758	D	
Class A Common Stock						253,476	I	By Trust <u>(1)</u>

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)**

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 Number or Code (Instr. 8)	5. 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 Owned Beneficially (Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Reilly Wendell C/O LAMAR ADVERTISING COMPANY 5321 CORPORATE BOULEVARD BATON ROUGE, LA 70808	X			

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.
- 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.