

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>Reilly Wendell</u> (Last) (First) (Middle) <u>C/O LAMAR ADVERTISING COMPANY</u> <u>5321 CORPORATE BOULEVARD</u> (Street) <u>BATON LA 70808</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>LAMAR ADVERTISING CO/NEW [LAMR]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>09/24/2012</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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		300	D	\$36.98	143,308	D	
Class A Common Stock	09/24/2012		S		100	D	\$36.99	143,208	D	
Class A Common Stock	09/24/2012		S		17,499	D	\$37	125,709	D	
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 Stock	09/24/2012		S		5,900	D	\$37.05	97,637	D	
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	

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	\$37.095	88,758	D	
Class A Common Stock								253,476	I	By Trust ⁽¹⁾

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					

Explanation of Responses:

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.

Remarks:

/s/ James McIlwain, as attorney-in-fact 09/25/2012

** Signature of Reporting Person Date

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

* 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).

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

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 Number.