

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
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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)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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		3,100	D	\$37.1	85,658	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.1015	85,358	D	
Class A Common Stock	09/24/2012		s		100	D	\$37.103	85,258	D	
Class A Common Stock	09/24/2012		s		200	D	\$37.104	85,058	D	
Class A Common Stock	09/24/2012		s		700	D	\$37.11	84,358	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.1105	84,058	D	
Class A Common Stock	09/24/2012		s		2,200	D	\$37.12	81,858	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.1215	81,558	D	
Class A Common Stock	09/24/2012		s		100	D	\$37.1218	81,458	D	
Class A Common Stock	09/24/2012		s		1,200	D	\$37.13	80,258	D	
Class A Common Stock	09/24/2012		s		400	D	\$37.14	79,858	D	
Class A Common Stock	09/24/2012		s		1,500	D	\$37.18	78,358	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.189	78,058	D	
Class A Common Stock	09/24/2012		s		400	D	\$37.21	77,658	D	
Class A Common Stock	09/24/2012		s		450	D	\$37.24	77,208	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.243	76,908	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.253	76,608	D	
Class A Common Stock	09/24/2012		s		2,800	D	\$37.27	73,808	D	
Class A Common Stock	09/24/2012		s		200	D	\$37.28	73,608	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.305	73,308	D	
Class A Common Stock	09/24/2012		s		200	D	\$37.35	73,108	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.36	72,808	D	
Class A Common Stock	09/24/2012		s		500	D	\$37.37	72,308	D	
Class A Common Stock	09/24/2012		s		100	D	\$37.38	72,208	D	
Class A Common Stock	09/24/2012		s		500	D	\$37.4	71,708	D	
Class A Common Stock	09/24/2012		s		300	D	\$37.403	71,408	D	
Class A Common Stock	09/24/2012		s		100	D	\$37.41	71,308	D	
Class A Common Stock	09/24/2012		s		1,400	D	\$37.42	69,908	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		300	D	\$37.46	69,608	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.