

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	
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1. Name and Address of Reporting Person * ISTRE KEITH A (Last) (First) (Middle) C/O LAMAR ADVERTISING COMPANY 5321 CORPORATE BOULEVARD (Street) BATON LA 70808 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol LAMAR ADVERTISING CO/NEW [LAMR]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chief Financial Officer
	3. Date of Earliest Transaction (Month/Day/Year) 08/21/2012	
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	08/21/2012		M		18,668	A	\$15.67	90,119	D	
Class A Common Stock	08/21/2012		M		1,332	A	\$18.25	91,451	D	
Class A Common Stock	08/21/2012		S		1,000	D	\$32.7901	90,451	D	
Class A Common Stock	08/21/2012		S		300	D	\$32.86	90,151	D	
Class A Common Stock	08/21/2012		S		800	D	\$32.8601	89,351	D	
Class A Common Stock	08/21/2012		S		900	D	\$32.87	88,451	D	
Class A Common Stock	08/21/2012		S		1,000	D	\$32.8701	87,451	D	
Class A Common Stock	08/21/2012		S		2,600	D	\$32.89	84,851	D	
Class A Common Stock	08/21/2012		S		2,200	D	\$32.895	82,651	D	
Class A Common Stock	08/21/2012		S		2,624	D	\$32.9	80,027	D	
Class A Common Stock	08/21/2012		S		376	D	\$32.905	79,651	D	
Class A Common Stock	08/21/2012		S		200	D	\$32.91	79,451	D	
Class A Common Stock	08/21/2012		S		8,000	D	\$32.92	71,451	D	

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)	Date Exercisable	Expiration Date						Title
Stock Option (right to buy)	\$15.67	08/21/2012		M			18,668	(1)	07/02/2019	Class A Common Stock	18,668	\$0	4,665	D	
Stock Option (right to buy)	\$18.25	08/21/2012		M			1,332	(2)	05/28/2019	Class A Common Stock	1,332	\$0	107,731	D	

Explanation of Responses:

- The option is for a total 23,333 shares which vest in 5 substantially equal installments on July 2, 2009, 2010, 2011, 2012, and 2013.
- The option is for a total of 109,063 shares which vest in 5 substantially equal installments on May 28, 2009, 2010, 2011, 2012, and 2013.

Remarks:

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

08/22/2012

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.