

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

**FORM S-8  
REGISTRATION STATEMENT**  
*UNDER  
THE SECURITIES ACT OF 1933*

**LAMAR ADVERTISING COMPANY**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of incorporation or organization)

**72-1449411**  
(I.R.S. Employer Identification No.)

**5321 Corporate Boulevard, Baton Rouge, LA**  
(Address of Principal Executive Offices)

**70808**  
(Zip Code)

**2009 Employee Stock Purchase Plan**  
(Full title of the plan)

**Sean E. Reilly**  
Chief Executive Officer  
Lamar Advertising Company  
5321 Corporate Boulevard  
Baton Rouge, Louisiana 70808  
(Name and address of agent for service)

**(225) 926-1000**  
(Telephone number, including area code, of agent for service)

*Copy to:*

**Stacie S. Aarestad, Esq.**  
Locke Lord LLP  
111 Huntington Avenue  
Boston, Massachusetts 02199-7613  
(617) 239-0100

Indicate by check mark whether the Registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller reporting company. See the definitions of "accelerated filer," "large accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer

Smaller reporting company

**CALCULATION OF REGISTRATION FEE**

Title of securities to be registered	Amount to be registered (1)	Proposed maximum offering price per share (2)	Proposed maximum aggregate offering price (3)	Amount of registration fee
Class A Common Stock, \$.001 par value per share	161,142 shares	\$57.24	\$9,223,768.08	\$1,071.80

(1) Pursuant to Rule 416 under the Securities Act of 1933, to the extent additional shares of our Class A Common Stock may be issued or issuable as a result of a stock split or other distribution declared at any time by our Board of Directors while this Registration Statement is in effect, this Registration Statement is hereby deemed to cover all such additional Class A Common Stock.

(2) Estimated solely for the purpose of calculating the amount of the registration fee pursuant to Rule 457(h)(1) of the Securities Act of 1933. The price per share and aggregate offering price are based upon the average of the high and low asked prices of the registrant's common stock on August 14, 2015, as reported on The Nasdaq Global Select Market.

(3) This Registration Statement registers an additional 161,142 shares issuable under our 2009 Employee Stock Purchase Plan (the "2009 Plan"). We have previously registered 995,045 shares issuable under the 2009 Plan (Registration Statement Nos. 333-182365, 333-160943, and 333-190604).

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## **Explanatory Note**

Pursuant to General Instruction E to Form S-8, Lamar Advertising Company (the "Company") incorporates by reference into this Registration Statement the contents of its registration statements filed on Form S-8 on August 13, 2013 (File No. 333-190604), June 27, 2012 (File No. 333-182365), and July 31, 2009 (File No. 333-160943), each as amended on November 19, 2014, relating to its 2009 Employee Stock Purchase Plan (the "Plan"), except as expressly modified herein.

The number of shares of Class A Common Stock of the Company available for delivery under the Plan is subject to an automatic annual increase on the first day of each fiscal year of the Company equal to the least of (i) 500,000 shares, (ii) one-tenth of one percent of the total number of shares of Class A Common Stock outstanding on the last day of the preceding fiscal year, and (iii) a lesser amount determined by the Board of Directors. This Registration Statement registers the 80,933 additional shares of Class A Common Stock resulting from the automatic annual increase for fiscal year 2015 and the 80,209 additional shares of Class A Common Stock resulting from the automatic annual increase for fiscal year 2014.

## **PART II**

### **INFORMATION REQUIRED IN THE REGISTRATION STATEMENT**

#### **Item 8. Exhibits**

See Exhibit Index immediately following the signature page.

## SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, as amended, the registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8 and has duly caused this registration statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the city of Baton Rouge, State of Louisiana, on August 20, 2015.

### LAMAR ADVERTISING COMPANY

By: /s/ Sean E. Reilly

Sean E. Reilly

Chief Executive Officer

## POWER OF ATTORNEY AND SIGNATURES

We, the undersigned officers and directors of Lamar Advertising Company, hereby severally constitute and appoint Sean E. Reilly and Keith A. Istre, and each of them singly, our true and lawful attorneys-in-fact, with full power to them in any and all capacities, to sign any amendments to this Registration Statement on Form S-8 (including any post-effective amendments thereto), and to file the same with exhibits thereto and other documents in connection therewith, with the Securities and Exchange Commission, and generally to do all such things in our name and behalf in our capacities as officers and directors to enable Lamar Advertising Company to comply with the provisions of the Securities Act of 1933, as amended, and all requirements of the Securities and Exchange Commission, hereby ratifying and confirming all that each of said attorneys-in-fact may do or cause to be done by virtue hereof.

Pursuant to the requirements of the Securities Act, this Registration Statement has been signed by the following persons in the capacities indicated.

<u>Signature</u>	<u>Title</u>	<u>Date</u>
<u>/s/ Sean E. Reilly</u> Sean E. Reilly	Chief Executive Officer (Principal Executive Officer)	August 20, 2015
<u>/s/ Keith A. Istre</u> Keith A. Istre	Chief Financial Officer (Principal Financial and Accounting Officer)	August 20, 2015
<u>/s/ Kevin P. Reilly, Jr.</u> Kevin P. Reilly, Jr.	Director	August 20, 2015
<u>/s/ John Maxwell Hamilton</u> John Maxwell Hamilton	Director	August 20, 2015
<u>/s/ John E. Koerner, III</u> John E. Koerner, III	Director	August 20, 2015

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<u>/s/ Stephen P. Mumblow</u> Stephen P. Mumblow	Director	August 20, 2015
<u>/s/ Anna Reilly</u> Anna Reilly	Director	August 20, 2015
<u>/s/ Wendell Reilly</u> Wendell Reilly	Director	August 20, 2015
<u>/s/ Thomas V. Reifenheiser</u> Thomas V. Reifenheiser	Director	August 20, 2015

## EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Exhibit</u>
4.1	Amended and Restated Certificate of Incorporation of Lamar Advertising Company (the "Company"). Previously filed as Exhibit 3.1 to the Company's Current Report on Form 8-K (File No. 1-36756) filed on November 19, 2014 and incorporated herein by reference.
4.2	Certificate of Merger, effective as of November 18, 2014. Previously filed as Exhibit 3.2 to the Company's Current Report on Form 8-K (File No. 1-36756) filed on November 19, 2014 and incorporated herein by reference.
4.3	Amended and Restated Bylaws of the Company. Previously filed as Exhibit 3.3 to the Company's Current Report on Form 8-K (File No. 1-36756) filed on November 19, 2014 and incorporated herein by reference.
4.3	Specimen certificate for the shares of Class A common stock of the Company. Previously filed as Exhibit 4.2 to the Company's Current Report on Form 8-K (File No. 1-36756) filed on November 19, 2014 and incorporated herein by reference.
5.1	Opinion of Locke Lord LLP as to the legality of the securities registered hereunder. Filed herewith.
23.1	Consent of KPMG LLP, an independent registered public accounting firm. Filed herewith.
23.2	Consent of Locke Lord LLP. Included in its opinion filed as Exhibit 5.1.
24.1	Power of Attorney (included in the signature page hereto).
99.1	2009 Employee Stock Purchase Plan, as amended. Previously filed as Exhibit 10.1 to the Lamar Advertising Company Current Report on Form 8-K (File No. 0-30242), filed on May 29, 2012 and incorporated herein by reference.



Locke Lord Edwards  
111 Huntington Avenue  
Boston, MA 02199  
Telephone: 617-239-0100  
Fax: 617-227-4420  
www.lockelord.com

August 20, 2015

Lamar Advertising Company  
5321 Corporate Boulevard  
Baton Rouge, LA 70808

Ladies and Gentlemen:

We are furnishing this opinion in connection with the Registration Statement on Form S-8 (the "Registration Statement") of Lamar Advertising Company (the "Company"), a Delaware corporation, to be filed on or about the date hereof with the U.S. Securities and Exchange Commission under the Securities Act of 1933, as amended. The Registration Statement relates to 161,142 shares (the "Shares") of the Company's Class A Common Stock, \$0.001 par value per share, that may be offered from time to time pursuant to the provisions of the Company's 2009 Employee Stock Purchase Plan (the "Plan").

We have acted as your counsel in connection with the preparation of the Registration Statement and are familiar with the proceedings taken and proposed to be taken by the Company in connection with the authorization, issuance and sale of the Shares. We have made such examination as we consider necessary to render this opinion.

Based upon the foregoing, we are of the opinion that, when issued in accordance with the terms of the Plan, the Shares will be duly authorized, validly issued, fully paid and nonassessable.

The opinion expressed above is limited to the Delaware General Corporation Law, including applicable provisions of the Delaware Constitution and reported judicial decisions interpreting Delaware General Corporation Law, and the federal laws of the United States.

We consent to your filing this opinion as an exhibit to the Registration Statement.

Very truly yours,

/s/ Locke Lord LLP

Locke Lord LLP

Atlanta | Austin | Boston | Chicago | Dallas | Hartford | Hong Kong | Houston | Istanbul | London | Los Angeles | Miami | Morristown | New Orleans  
New York | Orange County | Providence | Sacramento | San Francisco | Stamford | Tokyo | Washington DC | West Palm Beach

**Consent of Independent Registered Public Accounting Firm**

The Board of Directors  
Lamar Advertising Company:

We consent to the use of (a) our reports dated February 26, 2015, with respect to the consolidated balance sheets of Lamar Advertising Company and subsidiaries as of December 31, 2014 and 2013, and the related consolidated statements of operations and comprehensive income, stockholders' equity, and cash flows for each of the years in the three-year period ended December 31, 2014 and the related financial statement schedules, and the effectiveness of internal control over financial reporting as of December 31, 2014 incorporated herein by reference and (b) our reports dated February 26, 2015, with respect to the consolidated balance sheets of Lamar Media Corp. and subsidiaries as of December 31, 2014 and 2013, and the related consolidated statements of operations and comprehensive income, stockholder's equity, and cash flows for each of the years in the three-year period ended December 31, 2014 and the related financial statement schedules, and the effectiveness of internal control over financial reporting as of December 31, 2014 incorporated herein by reference.

/s/ KPMG LLP

Baton Rouge, Louisiana  
August 20, 2015