Reilly Wendell
Form 4
September 25, 2012

FORM 4

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

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

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).

(Print or Type Responses)

1. Name and Address of Reporting Person *
Reilly Wendell

(Last) (First) (Middle)

C/O LAMAR ADVERTISING COMPANY, 5321 CORPORATE BOULEVARD

(Street)

BATON ROUGE, LA 70808

(City) (State) (Zip)

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

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

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
__X__ Director
_____ 10% Owner
_____ Officer (give title below)
_____ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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		100	D	$ 37.4625	69,508	D	
Class A Common Stock	09/24/2012		S		3,700	D	$ 37.47	65,808	D	
Class A Common Stock	09/24/2012		S		9,700	D	$ 37.49	56,108	D	

Class A Common Stock	09/24/2012	S	2,200	D	$ 37.5	53,908	D
Class A Common Stock	09/24/2012	S	200	D	$ 37.51	53,708	D
Class A Common Stock	09/24/2012	S	1,200	D	$ 37.52	52,508	D
Class A Common Stock	09/24/2012	S	800	D	$ 37.53	51,708	D
Class A Common Stock	09/24/2012	S	100	D	$ 37.535	51,608	D
Class A Common Stock	09/24/2012	S	400	D	$ 37.54	51,208	D
Class A Common Stock	09/24/2012	S	500	D	$ 37.55	50,708	D
Class A Common Stock	09/24/2012	S	200	D	$ 37.56	50,508	D
Class A Common Stock	09/24/2012	S	3,000	D	$ 37.565	47,508	D
Class A Common Stock	09/24/2012	S	6,000	D	$ 37.57	41,508	D
Class A Common Stock	09/24/2012	S	1,200	D	$ 37.58	40,308	D
Class A Common Stock	09/24/2012	S	300	D	$ 37.59	40,008	D
Class A Common Stock	09/24/2012	S	930	D	$ 37.6	39,078	D
Class A Common Stock	09/24/2012	S	1,020	D	$ 37.61	38,058	D
Class A Common	09/24/2012	S	300	D	$ 37.6145	37,758	D

Stock								
Class A Common Stock	09/24/2012	S	3,550	D	$ 37.62	34,208	D	
Class A Common Stock	09/24/2012	S	100	D	$ 37.635	34,108	D	
Class A Common Stock	09/24/2012	S	400	D	$ 37.64	33,708	D	
Class A Common Stock	09/24/2012	S	100	D	$ 37.66	33,608	D	
Class A Common Stock						253,476	I	By Trust (1)

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 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 Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
	X			

Reilly Wendell
C/O LAMAR ADVERTISING COMPANY
5321 CORPORATE BOULEVARD
BATON ROUGE, LA 70808

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.
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