

LAMAR ADVERTISING CO/NEW
Form 4
February 28, 2006

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
REILLY SEAN E

(Last) (First) (Middle)

C/O LAMAR ADVERTISING COMPANY, 5551 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)
02/24/2006

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Chief Operating Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	02/24/2006		S	3,197 D	\$ 49.4 85,096	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	1,903 D	\$ 49.41 83,193	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	1,700 D	\$ 49.42 81,493	I	By GRAT. (1)

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form 4

Class A Common Stock	02/24/2006	S	3,765	D	\$ 49.43	77,728	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	590	D	\$ 49.44	77,138	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	3,910	D	\$ 49.45	73,228	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	1,824	D	\$ 49.46	71,404	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	3,762	D	\$ 49.47	67,642	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	5,905	D	\$ 49.48	61,737	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	4,197	D	\$ 49.49	57,540	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	5,840	D	\$ 49.5	51,700	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	4,600	D	\$ 49.51	47,100	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	400	D	\$ 49.52	46,700	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	100	D	\$ 49.53	46,600	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	900	D	\$ 49.55	45,700	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	9	D	\$ 49.61	45,691	I	By GRAT. <u>(1)</u>
Class A Common Stock	02/24/2006	S	2,491	D	\$ 49.62	43,200	I	By GRAT. <u>(1)</u>
Class A Common	02/24/2006	S	600	D	\$ 49.69	42,600	I	By GRAT. <u>(1)</u>

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form 4

Stock									
Class A Common Stock	02/24/2006		S	1,300	D	\$ 49.7	41,300	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	1,200	D	\$ 49.71	40,100	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	2,100	D	\$ 49.72	38,000	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	3,600	D	\$ 49.73	34,400	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	2,325	D	\$ 49.74	32,075	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	2,075	D	\$ 49.75	30,000	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S	1,900	D	\$ 49.76	28,100	I	By GRAT. (1)
Class A Common Stock							6,871	D	
Class A Common Stock							6,120	I	By Trusts. (2)

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

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 control number.

SEC 1474
(9-02)

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)	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. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
--	--	--------------------------------------	--	--------------------------------	--	--	---	--	---

(Instr. 3,
4, and 5)

		Date	Expiration	Title	Amount or Number of Shares
		Exercisable	Date		
Code	V (A) (D)				

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REILLY SEAN E C/O LAMAR ADVERTISING COMPANY 5551 CORPORATE BOULEVARD BATON ROUGE, LA 70808			Chief Operating Officer	

Signatures

James McIlwain, as
attorney-in-fact

02/28/2006

__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 Reporting Person's grantor retained annuity trust.
- (2) Shares held by three trusts for the benefit of the Reporting Person's children.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.