

LAMAR ADVERTISING CO/NEW  
Form 4  
March 20, 2008

**FORM 4**

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

OMB APPROVAL

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**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 \*  
SPO ADVISORY CORP

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

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)  
591 REDWOOD HIGHWAY,  
SUITE 3215,  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/18/2008

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

MILL VALLEY, CA 94941

(City) (State) (Zip)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ 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   |   |  |   |
| Common Stock                    | 03/19/2008                           |  | P                              | 10,369 A \$ 34.71   | 11,182,198  | I (1) (2) (3)  | See footnotes   |
| Common Stock                    | 03/19/2008                           |  | P                              | 18,878 A \$ 34.72   | 11,201,076  | I  | See footnotes   |
| Common Stock                    | 03/19/2008                           |  | P                              | 24,600 A \$ 34.73   | 11,225,676  | I  | See footnotes   |
| Common Stock                    | 03/19/2008                           |  | P                              | 12,455 A \$ 34.74   | 11,238,131  | I  | See footnotes   |
| Common Stock                    | 03/19/2008                           |  | P                              | 22,350 A \$ 34.75   | 11,260,481  | I  | See footnotes   |

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|              |            |   |        |   |          |            |   |               |
|--------------|------------|---|--------|---|----------|------------|---|---------------|
| Common Stock | 03/19/2008 | P | 8,300  | A | \$ 34.76 | 11,268,781 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 22,546 | A | \$ 34.77 | 11,291,327 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 6,562  | A | \$ 34.78 | 11,297,889 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 3,400  | A | \$ 34.79 | 11,301,289 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 84,413 | A | \$ 34.8  | 11,385,702 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 53,429 | A | \$ 34.81 | 11,439,131 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 19,200 | A | \$ 34.82 | 11,458,331 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 336    | A | \$ 34.83 | 11,458,667 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 17,304 | A | \$ 34.84 | 11,475,971 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 31,227 | A | \$ 34.85 | 11,507,198 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 17,129 | A | \$ 34.86 | 11,524,327 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 5,000  | A | \$ 34.87 | 11,529,327 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 2,500  | A | \$ 34.88 | 11,531,827 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 13,202 | A | \$ 34.89 | 11,545,029 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 1,500  | A | \$ 34.9  | 11,546,529 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 10,521 | A | \$ 34.91 | 11,557,050 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 1,000  | A | \$ 34.92 | 11,558,050 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 7,800  | A | \$ 34.93 | 11,565,850 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 10,246 | A | \$ 34.94 | 11,576,096 | I | See footnotes |
| Common Stock | 03/19/2008 | P | 61,423 | A | \$ 34.95 | 11,637,519 | I | See footnotes |
|              | 03/19/2008 | P | 18,096 | A |          | 11,655,615 | I |               |

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|              |            |  |   |        |   |          |            |   |               |
|--------------|------------|--|---|--------|---|----------|------------|---|---------------|
| Common Stock |            |  |   |        |   | \$ 34.97 |            |   | See footnotes |
| Common Stock | 03/19/2008 |  | P | 19,372 | A | \$ 34.98 | 11,674,987 | I | See footnotes |
| Common Stock | 03/19/2008 |  | P | 12,249 | A | \$ 34.99 | 11,687,236 | I | See footnotes |
| Common Stock | 03/19/2008 |  | P | 19,031 | A | \$ 35    | 11,706,267 | I | See footnotes |
| Common Stock | 03/19/2008 |  | P | 5,000  | A | \$ 35.01 | 11,711,267 | I | See footnotes |

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

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(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) (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. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                                       |
|  |  |                                      |  | Code                           | V (A) (D)   |  |   |  |  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| SPO ADVISORY CORP<br>591 REDWOOD HIGHWAY, SUITE 3215<br>MILL VALLEY, CA 94941        |               | X         |         |       |
| SPO ADVISORY PARTNERS LP<br>591 REDWOOD HIGHWAY, SUITE 3215<br>MILL VALLEY, CA 94941 |               | X         |         |       |
|  |               | X         |         |       |

