

LAMAR ADVERTISING CO/NEW

Form S-8

July 31, 2009

**Table of Contents**

**AS FILED WITH THE SECURITIES AND EXCHANGE COMMISSION ON JULY 31, 2009  
REGISTRATION NO. 333-**

**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.)

**5551 Corporate Boulevard, Baton Rouge, LA**  
(Address of Principal Executive Offices)

**70808**  
(Zip Code)

**Amended and Restated 1996 Equity Incentive Plan**  
(Full title of the plan)

**Kevin P. Reilly, Jr.**  
**President and Chief Executive Officer**  
**Lamar Advertising Company**  
**5551 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.**  
**Edwards Angell Palmer & Dodge 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 large accelerated filer, accelerated filer and smaller reporting company in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer  Accelerated filer  Non-accelerated filer  Smaller reporting company   
(Do not check if a smaller reporting company)

**CALCULATION OF REGISTRATION FEE**

<b>Title of securities to be registered</b>	<b>Amount to be registered (1)</b>	<b>Proposed maximum offering price per share (2)</b>	<b>Proposed maximum aggregate offering price(3)</b>	<b>Amount of registration fee</b>
Class A Common Stock, \$.001 par value per share	3,000,000 shares	\$ 18.475	\$ 55,425,000	\$ 3,092.72

(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 July 27, 2009 as reported on The Nasdaq National Market.

- (3) This Registration Statement registers an additional 3,000,000 shares issuable under our Amended and Restated 1996 Equity Incentive Plan (the 1996 Plan ). We have previously registered 10,000,000 shares issuable under the 1996 Plan (Registration Statement Nos. 333-116008, 333-10337, 333-79571, 333-37858 and 333-89034).

**TABLE OF CONTENTS**

PART II

Item 8. Exhibits

SIGNATURES

EXHIBIT INDEX

EX-5.1

EX-23.1

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**Table of Contents**

**STATEMENT REGARDING INCORPORATION BY REFERENCE  
FROM EFFECTIVE REGISTRATION STATEMENTS**

This Registration Statement registers additional securities of the same class as other securities for which registration statements filed on Form S-8 relating to our Amended and Restated 1996 Equity Incentive Plan (the 1996 Plan ) are already effective. Pursuant to Instruction E to Form S-8, we incorporate by reference into this Registration Statement the contents of the registration statements we filed on Form S-8 with the Securities and Exchange Commission on May 28, 2004 (File No. 333-116008), May 24, 2002 (File No. 333-89034), May 25, 2000 (File No. 333-37858), May 28, 1999 (File No. 333-79571), as amended by Post-Effective Amendment No. 1 thereto filed on July 19, 1999, and August 16, 1996 (File No. 333-10337) in their entirety and including exhibits thereto, relating to the registration of 2,000,000, 3,000,000, 1,000,000, 1,000,000, and 2,000,000 (3,000,000 after giving effect to the 3:2 stock split effective February 27, 1998) shares of our Class A Common Stock, \$0.001 par value per share, respectively, authorized for issuance under the 1996 Plan. This Registration Statement provides for the registration of an additional 3,000,000 shares of our Common Stock authorized for issuance under the 1996 Plan pursuant to an amendment and restatement of the 1996 Plan adopted by our stockholders on May 28, 2009.

**PART II  
INFORMATION REQUIRED IN THE REGISTRATION STATEMENT**

**Item 8. Exhibits.**

See Exhibit Index immediately following the signature page.

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**Table of Contents****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 July 31, 2009.

## LAMAR ADVERTISING COMPANY

By: /s/ Kevin P. Reilly, Jr.  
Kevin P. Reilly, Jr.  
President and Chief Executive Officer

**POWER OF ATTORNEY AND SIGNATURES**

We, the undersigned officers and directors of Lamar Advertising Company, hereby severally constitute and appoint Kevin P. Reilly, Jr. 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.

Signature	Title	Date
/s/ Kevin P. Reilly, Jr. Kevin P. Reilly, Jr.	President, Chief Executive Officer (Principal Executive Officer), and Director	July 31, 2009
/s/ Keith A. Istre Keith A. Istre	Chief Financial Officer (Principal Financial and Accounting Officer)	July 31, 2009
/s/ John Maxwell Hamilton John Maxwell Hamilton	Director	July 31, 2009
/s/ John E. Koerner, III John E. Koerner, III	Director	July 31, 2009
/s/ Edward H. McDermott Edward H. McDermott	Director	July 31, 2009
/s/ Stephen P. Mumblow Stephen P. Mumblow	Director	July 31, 2009





**Table of Contents**

Signature	Title	Date
/s/ Anna Reilly Anna Reilly	Director	July 31, 2009
/s/ Wendell Reilly Wendell Reilly	Director	July 31, 2009
/s/ Thomas Reifenheiser Thomas Reifenheiser	Director	July 31, 2009

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**Table of Contents**

**EXHIBIT INDEX**

<b>Exhibit Number</b>	<b>Exhibit</b>
4.1	Restated Certificate of Incorporation of Lamar Advertising Company (the Company ). Previously filed as Exhibit 3.1 to the Company s Annual Report on Form 10-K (File No. 0-30242) filed on February 22, 2006 and incorporated herein by reference.
4.2	Amended and Restated Bylaws of the Company. Previously filed as Exhibit 3.1 to the Company s Current Report on Form 8-K (File No. 0-30242) filed on August 27, 2007 and incorporated herein by reference.
4.3	Specimen certificate for the shares of Class A common stock of the Company. Previously filed as Exhibit 4.1 to the Company s Registration Statement on Form S-1 (File No. 333-5479), and incorporated herein by reference.
5.1	Opinion of Edwards Angell Palmer & Dodge 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 Edwards Angell Palmer & Dodge LLP. Included in its opinion filed as Exhibit 5.1.
24.1	Power of Attorney (included in the signature page hereto).
99.1	Amended and Restated 1996 Equity Incentive Plan. Previously filed as Exhibit 10.1 to the Company s Current Report on Form 8-K (File No. 0-30242) filed on May 29, 2009 and incorporated herein by reference.