

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)

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

___ Director ___X___ 10% Owner
___ Officer (give title below) ___ Other (specify below)

591 REDWOOD HIGHWAY,
SUITE 3215,

(Street)

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

MILL VALLEY, CA 94941

(City) (State) (Zip)

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 | 03/20/2008 | | P | 7,570 A \$ 34.49 | 11,883,738 | I (1) (2) (3) | See footnotes |
| Common Stock | 03/20/2008 | | P | 57,042 A \$ 34.5 | 11,940,780 | I | See footnotes |
| Common Stock | 03/20/2008 | | P | 6,506 A \$ 34.53 | 11,947,286 | I | See footnotes |
| Common Stock | 03/20/2008 | | P | 1,300 A \$ 34.55 | 11,948,586 | I | See footnotes |
| Common Stock | 03/20/2008 | | P | 395 A \$ 34.57 | 11,948,981 | I | See footnotes |

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| | | | | | | | | |
|--------------|------------|---|--------|---|----------|------------|---|---------------|
| Common Stock | 03/20/2008 | P | 10,205 | A | \$ 34.58 | 11,959,186 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 1,900 | A | \$ 34.59 | 11,961,086 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 100 | A | \$ 34.6 | 11,961,186 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 600 | A | \$ 34.61 | 11,961,786 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 1,100 | A | \$ 34.62 | 11,962,886 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 6,800 | A | \$ 34.63 | 11,969,686 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 6,900 | A | \$ 34.64 | 11,976,586 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 8,290 | A | \$ 34.65 | 11,984,876 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 1,200 | A | \$ 34.66 | 11,986,076 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 600 | A | \$ 34.67 | 11,986,676 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 7,910 | A | \$ 34.68 | 11,994,586 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 7,548 | A | \$ 34.69 | 12,002,134 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 9,252 | A | \$ 34.7 | 12,011,386 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 1,400 | A | \$ 34.71 | 12,012,786 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 6,600 | A | \$ 34.72 | 12,019,386 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 2,800 | A | \$ 34.73 | 12,022,186 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 8,322 | A | \$ 34.74 | 12,030,508 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 15,878 | A | \$ 34.75 | 12,046,386 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 5,700 | A | \$ 34.76 | 12,052,086 | I | See footnotes |
| Common Stock | 03/20/2008 | P | 6,000 | A | \$ 34.77 | 12,058,086 | I | See footnotes |
| | 03/20/2008 | P | 6,200 | A | | 12,064,286 | I | |

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| | | | | | | | | | |
|--------------|------------|--|---|--------|---|----------|------------|---|---------------|
| Common Stock | | | | | | \$ 34.78 | | | See footnotes |
| Common Stock | 03/20/2008 | | P | 3,400 | A | \$ 34.79 | 12,067,686 | I | See footnotes |
| Common Stock | 03/20/2008 | | P | 10,000 | A | \$ 34.8 | 12,077,686 | I | See footnotes |
| Common Stock | 03/20/2008 | | P | 813 | A | \$ 34.82 | 12,078,499 | I | See footnotes |
| Common Stock | 03/20/2008 | | P | 15,400 | A | \$ 34.89 | 12,093,899 | I | See footnotes |

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.

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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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | 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 |
| SPO ADVISORY CORP 591 REDWOOD HIGHWAY, SUITE 3215 MILL VALLEY, CA 94941 | | X | | |
| SPO ADVISORY PARTNERS LP 591 REDWOOD HIGHWAY, SUITE 3215 MILL VALLEY, CA 94941 | | X | | |
| | | X | | |

