

LAMAR ADVERTISING CO/NEW  
Form 4  
August 30, 2007

**FORM 4**

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

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).

**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)  
08/28/2007

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
 10% Owner  
\_\_\_\_ 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  
 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)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	08/29/2007		P			300	A	\$ 51.77	9,953,750	I (1) (2) (3)	See footnotes
Common Stock	08/29/2007		P			1,085	A	\$ 51.8	9,954,835	I	See footnotes
Common Stock	08/29/2007		P			400	A	\$ 51.81	9,955,235	I	See footnotes
Common Stock	08/29/2007		P			500	A	\$ 51.82	9,955,735	I	See footnotes
Common Stock	08/29/2007		P			976	A	\$ 51.83	9,956,711	I	See footnotes

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Common Stock	08/29/2007	P	300	A	\$ 51.84	9,957,011	I	See footnotes
Common Stock	08/29/2007	P	800	A	\$ 51.85	9,957,811	I	See footnotes
Common Stock	08/29/2007	P	577	A	\$ 51.88	9,958,388	I	See footnotes
Common Stock	08/29/2007	P	200	A	\$ 51.89	9,958,588	I	See footnotes
Common Stock	08/29/2007	P	223	A	\$ 51.9	9,958,811	I	See footnotes
Common Stock	08/29/2007	P	300	A	\$ 51.905	9,959,111	I	See footnotes
Common Stock	08/29/2007	P	500	A	\$ 51.91	9,959,611	I	See footnotes
Common Stock	08/29/2007	P	600	A	\$ 51.92	9,960,211	I	See footnotes
Common Stock	08/29/2007	P	1,200	A	\$ 51.925	9,961,411	I	See footnotes
Common Stock	08/29/2007	P	1,300	A	\$ 51.93	9,962,711	I	See footnotes
Common Stock	08/29/2007	P	815	A	\$ 51.94	9,963,526	I	See footnotes
Common Stock	08/29/2007	P	5,249	A	\$ 51.95	9,968,775	I	See footnotes
Common Stock	08/29/2007	P	3,500	A	\$ 51.96	9,972,275	I	See footnotes
Common Stock	08/29/2007	P	6,700	A	\$ 51.97	9,978,975	I	See footnotes
Common Stock	08/29/2007	P	25,500	A	\$ 51.975	10,004,475	I	See footnotes
Common Stock	08/29/2007	P	36	A	\$ 51.98	10,004,511	I	See footnotes
Common Stock	08/29/2007	P	1,800	A	\$ 51.99	10,006,311	I	See footnotes
Common Stock	08/29/2007	P	5,300	A	\$ 52	10,011,611	I	See footnotes
Common Stock	08/29/2007	P	100	A	\$ 52.1175	10,011,711	I	See footnotes
Common Stock	08/29/2007	P	100	A	\$ 52.12	10,011,811	I	See footnotes
	08/29/2007	P	100	A	\$ 52.125	10,011,911	I	

Common Stock									See footnotes
Common Stock	08/29/2007		P	200	A	\$ 52.13	10,012,111	I	See footnotes
Common Stock	08/29/2007		P	200	A	\$ 52.135	10,012,311	I	See footnotes
Common Stock	08/29/2007		P	200	A	\$ 52.14	10,012,511	I	See footnotes
Common Stock	08/29/2007		P	300	A	\$ 52.15	10,012,811	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)
				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		



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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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