LAMAR ADVERTISING CO/NEW
Form 4
February 28, 2006

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 *
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
__X__ Officer (give title below) _____ Other (specify below)
Chief Operating Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	02/24/2006		S		1,315	D	$ 49.77	26,785	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S		3,800	D	$ 49.78	22,985	I	By GRAT. (1)
Class A Common Stock	02/24/2006		S		2,500	D	$ 49.79	20,485	I	By GRAT. (1)

Class A Common Stock	02/24/2006	S	1,400	D	$ 49.8	19,085	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	400	D	$ 49.81	18,685	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	1,400	D	$ 49.82	17,285	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	1,700	D	$ 49.83	15,585	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	100	D	$ 49.84	15,485	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	2,758	D	$ 49.88	12,727	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	2,000	D	$ 49.89	10,727	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	1,100	D	$ 49.9	9,627	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	889	D	$ 49.91	8,738	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	1,400	D	$ 49.92	7,338	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	2,414	D	$ 49.93	4,924	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	184	D	$ 49.94	4,740	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	202	D	$ 49.95	4,538	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	811	D	$ 49.96	3,727	I	By GRAT. (1)
Class A Common	02/24/2006	S	900	D	$ 49.97	2,827	I	By GRAT. (1)

Stock								
Class A Common Stock	02/24/2006	S	900	D	$ 50	1,927	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	1,127	D	$ 50.01	800	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	800	D	$ 50.03	0	I	By GRAT. (1)
Class A Common Stock	02/24/2006	S	6,120	D	$ 49.81	0	I	By Trusts. (2)
Class A Common Stock						6,871	D	

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

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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. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				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

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.
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