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LAMAR ADVERTISING CO/NEW

Form 4

February 24, 2016

FORM 4

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

OMB Number:

3235-0287

Check this box if no longer subject to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

January 31, Expires: 2005 Estimated average

OMB APPROVAL

Section 16. Form 4 or Form 5

obligations

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

burden hours per response... 0.5

may continue. See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading ISTRE KEITH A Issuer Symbol LAMAR ADVERTISING CO/NEW (Check all applicable) [LAMR] (Last) (First) (Middle) 3. Date of Earliest Transaction Director 10% Owner Other (specify X_ Officer (give title (Month/Day/Year) below) C/O LAMAR ADVERTISING 02/22/2016 Chief Financial Officer COMPANY, 5321 CORPORATE **BOULEVARD** (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting DATON DOLLCE LA 70000 Person

DATON ROUGE, LA 70808	

(City)	(State)	(Zip) Tabl	e I - Non-E	Derivative (Securi	ities Acqu	ired, Disposed of	, or Beneficiall	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securit or(A) or Dis (Instr. 3, 4)	sposed	of (D)	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)
Class A Common Stock	02/22/2016		A	33,150	A	\$ 0 (1)	141,732	D	
Class A Common Stock	02/22/2016		F	15,533	D	\$ 57.03	126,199	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form

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displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	le and	8. Price of	9. Nu		
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		TransactionNumber		Expiration Date		Amou	ınt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	rlying	Security	Secui		
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	rities	(Instr. 5)	Bene		
	Derivative				Securities			(Instr.	. 3 and 4)		Owne		
	Security				Acquired						Follo		
	•				(A) or						Repo		
					Disposed						Trans		
					of (D)						(Instr		
					(Instr. 3,								
					4, and 5)								
									Amount				
						Date	Expiration	PD1 - 1	or				
							Exercisable	Date	Title	Number			
				G 1 17	(A) (D)				of				
				Code V	(A) (D)				Shares				

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

ISTRE KEITH A
C/O LAMAR ADVERTISING COMPANY
5321 CORPORATE BOULEVARD
BATON ROUGE, LA 70808

Chief Financial Officer

Signatures

/s/ James McIlwain, as attorney-in-fact

02/24/2016

**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) These shares were certified by the Compensation Committee as earned in February 2016 pursuant to the previously announced performance-based equity bonus program for fiscal year 2015 under the Lamar 1996 Equity Incentive Plan, as amended.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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