

LAMAR ADVERTISING CO/NEW  
Form SC 13G  
August 12, 2011

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

OMB APPROVAL  
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SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. \_\_\_)\*

Lamar Advertising Company  
(Name of Issuer)

Class A Common Stock, par value \$0.001 per share  
(Title of Class of Securities)

512815101  
(CUSIP Number)

August 4, 2011  
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page. Beneficial ownership information contained herein is given as of the date listed above.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).



CUSIP No. 512815101

1 Names of Reporting Persons.

Abrams Capital Partners II, L.P.  
Abrams Capital, LLC  
Abrams Capital Management, LLC  
Abrams Capital Management, L.P.  
David Abrams

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

Abrams Capital Partners II, L.P. – Delaware  
Abrams Capital, LLC – Delaware  
Abrams Capital Management, LLC – Delaware  
Abrams Capital Management, L.P. – Delaware  
David Abrams -- United States

5 Sole Voting Power

Abrams Capital Partners II, L.P. - 0 shares  
Abrams Capital, LLC – 0 shares  
Abrams Capital Management, LLC – 0 shares  
Abrams Capital Management, L.P. – 0 shares  
David Abrams – 0 shares

6 Shared Voting Power

Abrams Capital Partners II, L.P. - 4,780,257 shares (5,511,310 shares as of the date of this filing)  
Abrams Capital, LLC – 5,810,764 shares (6,698,266 shares as of the date of this filing)  
Abrams Capital Management, LLC – 6,222,117 shares (7,172,117 shares as of the date of this filing)  
Abrams Capital Management, L.P. – 6,222,117 shares (7,172,117 shares as of the date of this filing)  
David Abrams – 6,222,117 shares (7,172,117 shares as of the date of this filing)

Number  
of Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

Refer to Item 4 below.

7 Sole Dispositive Power

Abrams Capital Partners II, L.P. - 0 shares  
Abrams Capital, LLC – 0 shares  
Abrams Capital Management, LLC – 0 shares  
Abrams Capital Management, L.P. – 0 shares  
David Abrams – 0 shares

8 Shared Dispositive Power

Abrams Capital Partners II, L.P. - 4,780,257 shares (5,511,310 shares as of the date of this filing)  
Abrams Capital, LLC - 5,810,764 shares (6,698,266 shares as of the date of this filing)  
Abrams Capital Management, LLC - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
Abrams Capital Management, L.P. - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
David Abrams - 6,222,117 shares (7,172,117 shares as of the date of this filing)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

Abrams Capital Partners II, L.P. - 4,780,257 shares (5,511,310 shares as of the date of this filing)  
Abrams Capital, LLC - 5,810,764 shares (6,698,266 shares as of the date of this filing)  
Abrams Capital Management, LLC - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
Abrams Capital Management, L.P. - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
David Abrams - 6,222,117 shares (7,172,117 shares as of the date of this filing)

Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) [ ]

11 Percent of Class Represented by Amount in Row (9)

Abrams Capital Partners II, L.P. - 5.0% (5.8% as of the date of this filing)  
Abrams Capital, LLC - 6.1% (7.1% as of the date of this filing)  
Abrams Capital Management, LLC - 6.6% (7.6% as of the date of this filing)  
Abrams Capital Management, L.P. - 6.6% (7.6% as of the date of this filing)  
David Abrams - 6.6% (7.6% as of the date of this filing)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

Abrams Capital Partners II, L.P. - OO (Limited Partnership)  
Abrams Capital, LLC - OO (Limited Liability Company)  
Abrams Capital Management, LLC - OO (Limited Liability Company)  
Abrams Capital Management, L.P. - OO (Limited Partnership)  
David Abrams - IN

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SCHEDULE 13G

Item 1

- (a) Name of Issuer  
Lamar Advertising Company
- (b) Address of Issuer's Principal Executive Offices  
5321 Corporate Blvd., Baton Rouge, LA 70808

Item 2

- (a) Name of Person Filing  
Abrams Capital Partners II, L.P.  
Abrams Capital, LLC  
Abrams Capital Management, LLC  
Abrams Capital Management, L.P.  
David Abrams
- (b) Address of Principal Business Office or, if none, Residence  
Abrams Capital Partners II, L.P.  
Abrams Capital, LLC  
Abrams Capital Management, LLC  
Abrams Capital Management, L.P.  
David Abrams  
c/o Abrams Capital Management, L.P.  
222 Berkeley Street, 22nd Floor  
Boston, MA 02116
- (c) Citizenship  
Abrams Capital Partners II, L.P. - Delaware  
Abrams Capital, LLC - Delaware  
Abrams Capital Management, LLC - Delaware  
Abrams Capital Management, L.P. - Delaware  
David Abrams - United States
- (d) Title of Class of Securities  
Class A Common Stock, par value \$0.001 per share
- (e) CUSIP Number  
512815101

Item 3 If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);



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- (c)  Insurance Company as defined in Section 3(a)(19) of the Act;
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C 80a-8);
- (e)  An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h)  A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j)  A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J);
- (k)  Group, in accordance with §240.13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:

Item 4 Ownership:

Item 4(a) Amount Beneficially Owned\*\*

Abrams Capital Partners II, L.P. - 4,780,257 shares (5,511,310 shares as of the date of this filing)  
Abrams Capital, LLC - 5,810,764 shares (6,698,266 shares as of the date of this filing)  
Abrams Capital Management, LLC - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
Abrams Capital Management, L.P. - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
David Abrams - 6,222,117 shares (7,172,117 shares as of the date of this filing)

Item 4(b) Percent of Class

Abrams Capital Partners II, L.P. - 5.0% (5.8% as of the date of this filing)  
Abrams Capital, LLC - 6.1% (7.1% as of the date of this filing)  
Abrams Capital Management, LLC - 6.6% (7.6% as of the date of this filing)  
Abrams Capital Management, L.P. - 6.6% (7.6% as of the date of this filing)  
David Abrams - 6.6% (7.6% as of the date of this filing)

Item 4(c) Number of shares as to which each such person has voting and dispositive power:

(i) sole power to vote or to direct the vote

Abrams Capital Partners II, L.P. - 0 shares  
Abrams Capital, LLC - 0 shares  
Abrams Capital Management, LLC - 0 shares  
Abrams Capital Management, L.P. - 0 shares  
David Abrams - 0 shares





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(ii) shared power to vote or to direct the vote

Abrams Capital Partners II, L.P. - 4,780,257 shares (5,511,310 shares as of the date of this filing)  
Abrams Capital, LLC - 5,810,764 shares (6,698,266 shares as of the date of this filing)  
Abrams Capital Management, LLC - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
Abrams Capital Management, L.P. - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
David Abrams - 6,222,117 shares (7,172,117 shares as of the date of this filing)

(iii) sole power to dispose or to direct the disposition of

Abrams Capital Partners II, L.P. - 0 shares  
Abrams Capital, LLC - 0 shares  
Abrams Capital Management, LLC - 0 shares  
Abrams Capital Management, L.P. - 0 shares  
David Abrams - 0 shares

(iv) shared power to dispose or to direct the disposition of

Abrams Capital Partners II, L.P. - 4,780,257 shares (5,511,310 shares as of the date of this filing)  
Abrams Capital, LLC - 5,810,764 shares (6,698,266 shares as of the date of this filing)  
Abrams Capital Management, LLC - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
Abrams Capital Management, L.P. - 6,222,117 shares (7,172,117 shares as of the date of this filing)  
David Abrams - 6,222,117 shares (7,172,117 shares as of the date of this filing)

\*\* Shares reported herein for Abrams Capital Partners II, L.P. ("ACP II") represent shares beneficially owned by ACP II. Shares reported herein for Abrams Capital, LLC ("Abrams Capital") represent shares beneficially owned by ACP II and other private investment funds for which Abrams Capital serves as general partner. Shares reported herein for Abrams Capital Management, L.P. ("Abrams CM LP") and Abrams Capital Management, LLC ("Abrams CM LLC") represent the above-referenced shares beneficially owned by Abrams Capital and shares beneficially owned by another private investment fund for which Abrams CM LP serves as investment manager. Abrams CM LLC is the general partner of Abrams CM LP. Shares reported herein for Mr. Abrams represent the above referenced shares reported for Abrams Capital and Abrams CM LLC. Mr. Abrams is the managing member of Abrams Capital and Abrams CM LLC. Each of the Reporting Persons disclaims beneficial ownership of the shares reported herein except to the extent of its or his pecuniary interest therein.

Item 5 Ownership of Five Percent or Less of a Class

Not applicable.

Item 6 Ownership of More than Five Percent on Behalf of Another Person

Not applicable.

Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company

Not applicable.

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Item 8 Identification and Classification of Members of the Group

Not applicable.

Item 9 Notice of Dissolution of Group

Not applicable.

Item 10 Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

Exhibits Exhibit

99.1 Joint Filing Agreement by and among the Reporting Persons.

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: August 12, 2011

ABRAMS CAPITAL PARTNERS II, L.P.

By: Abrams Capital, LLC,  
its General Partner

By: /s/ David Abrams  
David Abrams, Managing Member

ABRAMS CAPITAL, LLC

By: /s/ David Abrams  
David Abrams, Managing Member

ABRAMS CAPITAL MANAGEMENT, L.P.

By: Abrams Capital Management, LLC,  
its General Partner

By: /s/ David Abrams  
David Abrams, Managing Member

ABRAMS CAPITAL MANAGEMENT, LLC

By: /s/ David Abrams  
David Abrams, Managing Member

DAVID ABRAMS

By: /s/ David Abrams  
David Abrams, individually

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Exhibit 99.1

JOINT FILING AGREEMENT

This Joint Filing Agreement, dated as of August 12, 2011, is by and among Abrams Capital Partners II, L.P., Abrams Capital, LLC, Abrams Capital Management, L.P., Abrams Capital Management, LLC and David Abrams (collectively, the "Filers").

Each of the Filers may be required to file with the United States Securities and Exchange Commission a statement on Schedule 13G and/or 13D with respect to shares of Class A Common Stock, par value \$0.001 per share, of Lamar Advertising Company beneficially owned by them from time to time.

Pursuant to and in accordance with Rule 13(d)(1)(k) promulgated under the Securities Exchange Act of 1934, as amended, the Filers hereby agree to file a single statement on Schedule 13G and/or 13D (and any amendments thereto) on behalf of each of such parties, and hereby further agree to file this Joint Filing Agreement as an exhibit to such statement, as required by such rule.

This Joint Filing Agreement may be terminated by any of the Filers upon one week's prior written notice (or such lesser period of notice as the Filers may mutually agree) to the other party.

Executed and delivered as of the date first above written.

ABRAMS CAPITAL PARTNERS II, L.P.

By: Abrams Capital, LLC,  
its General Partner

By: /s/ David Abrams  
David Abrams, Managing Member

ABRAMS CAPITAL, LLC

By: /s/ David Abrams  
David Abrams, Managing Member

ABRAMS CAPITAL MANAGEMENT, L.P.

By: Abrams Capital Management, LLC,  
its General Partner

By: /s/ David Abrams  
David Abrams, Managing Member

ABRAMS CAPITAL MANAGEMENT, LLC

By: /s/ David Abrams  
David Abrams, Managing Member

DAVID ABRAMS

By: /s/ David Abrams  
David Abrams, individually