

LAMAR ADVERTISING CO/NEW  
Form 8-K  
August 29, 2017

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

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): August 29, 2017**

**LAMAR ADVERTISING COMPANY**

**(Exact name of registrant as specified in its charter)**

|                                                               |                                     |                                              |
|---------------------------------------------------------------|-------------------------------------|----------------------------------------------|
| <b>Delaware</b>                                               | <b>1-36756</b>                      | <b>72-1449411</b>                            |
| <b>(State or other jurisdiction<br/>of incorporation)</b>     | <b>(Commission File<br/>Number)</b> | <b>(IRS Employer<br/>Identification No.)</b> |
| <b>5321 Corporate Boulevard, Baton Rouge, Louisiana 70808</b> |                                     |                                              |

**(Address of principal executive offices and zip code)**

**(225) 926-1000**

**(Registrant's telephone number, including area code)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))  
Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 8.01 Other Events.**

On August 29, 2017, Lamar Advertising Company (the Company ) issued a press release announcing that its board of directors declared a quarterly cash dividend of \$0.83 per share payable on September 29, 2017, to holders of record of the Company s Class A common stock and Class B common stock on September 15, 2017. A copy of the press release is filed herewith as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

**Exhibit**

| <b>No.</b> | <b>Description</b>                                                |
|------------|-------------------------------------------------------------------|
| 99.1       | Press Release of Lamar Advertising Company dated August 29, 2017. |

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 29, 2017

**LAMAR ADVERTISING COMPANY**

By: /s/ Keith A. Istre  
Keith A. Istre  
Treasurer and Chief Financial Officer

**EXHIBIT INDEX**

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