

LAMAR ADVERTISING CO/NEW
Form 8-K
March 24, 2014

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): March 20, 2014

LAMAR ADVERTISING COMPANY
(Exact Name of Registrant as Specified in its Charter)

Delaware
(State or Other Jurisdiction

of Incorporation)

0-30242
(Commission

File Number)
5321 Corporate Blvd.

72-1449411
(IRS Employer

Identification No.)

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Baton Rouge, LA 70808

(Address of Principal Executive Offices) (Zip Code)

(225) 926-1000

(Registrant's telephone number, including area code)

N/A.

(Former name or former address, if changed since last report)

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:

- .. 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))

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

Executive Compensation

On March 20, 2014, the Compensation Committee of the Board of Directors of Lamar Advertising Company (the Company) set the base salaries and approved both a performance-based cash and equity bonus programs and a separate discretionary cash bonus program for the Company's executive officers for fiscal 2014.

The following table sets forth the 2014 base salary for each of the Company's executive officers:

| Executive Officer | 2014 Base Salary |
|--|-------------------------|
| Kevin P. Reilly, Jr. President, Chairman of the Board of Directors | \$ 700,000 |
| Sean E. Reilly Chief Executive Officer | \$ 700,000 |
| Keith A. Istre Chief Financial Officer and Treasurer | \$ 500,000 |

Under the performance-based bonus programs, each of the Company's executive officers has an opportunity to earn a cash bonus and an award of unrestricted shares of the Company's Class A Common Stock (the Common Stock). The amount of cash bonus and the number of unrestricted shares of Common Stock earned by each executive officer will be determined according to formulas set by the Compensation Committee at the meeting. The formulas are based upon levels of the Company's pro forma net revenue growth and pro forma EBITDA growth (exclusive of REIT-related expenses) in fiscal 2014 over fiscal 2013. Under the formulas, each executive officer may earn up to a maximum of 200% of his target cash bonus and 100% of his target equity award. Any bonus under these programs will be paid and issued when the Compensation Committee certifies (after the close of fiscal 2014) the extent to which the enumerated performance criteria have been satisfied.

The following table sets forth the 2014 target cash and equity bonuses for each of the Company's executive officers, which assumes 100% achievement of each performance metric:

| Executive Officer | 2014 Target Cash Bonus | 2014 Target Unrestricted Stock Grant |
|--|-------------------------------|---|
| Kevin P. Reilly, Jr. President, Chairman of the Board of Directors | \$ 250,000 ⁽¹⁾ | 44,000 shares |
| Sean E. Reilly Chief Executive Officer | \$ 400,000 ⁽²⁾ | 44,000 shares |
| Keith A. Istre Chief Financial Officer and Treasurer | \$ 300,000 ⁽³⁾ | 34,000 shares |

- (1) Mr. Kevin P. Reilly, Jr. may earn up to 200% of his target bonus, for a total cash bonus opportunity of up to \$500,000, upon the attainment of enumerated performance goals that exceed target under the bonus program.
- (2) Mr. Sean E. Reilly may earn up to 200% of his target bonus, for a total cash bonus opportunity of up to \$800,000, upon the attainment of enumerated performance goals that exceed target under the bonus program.
- (3) Mr. Keith A. Istre may earn up to 200% of his target bonus, for a total cash bonus opportunity of up to \$600,000, upon the attainment of enumerated performance goals that exceed target under the bonus program.

In addition, the Compensation Committee also adopted a discretionary bonus program for fiscal 2014. Under this program, the Committee may grant an additional cash bonus to any executive officer in an amount up to 50% of such executive officers' base salary. Such bonus (if any) will be awarded solely at the discretion of the Compensation

Committee based on an evaluation of each executive officer's respective 2014 performance.

SIGNATURE

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.

LAMAR ADVERTISING COMPANY
(Registrant)

Date: March 24, 2014

By /s/ Keith Istre
Name: Keith Istre
Title: Chief Financial Officer