

Observer Publishing, Inc.
518-677-8508
toll-free: 866-806-6838
fax: 518-677-8898



Jenny Stern, publisher
jstern@hillcountryobserver.com
Fred Daley, editor
fdaley@hillcountryobserver.com

77 East Main Street - P.O. Box 158 - Cambridge, NY 12816

Here's why local, independent businesses advertise in the Hill Country Observer:

Readers spend quality time with the Observer.

- In-depth, exclusive stories keep readers engaged and informed about issues in our tri-state region.
- Our user-friendly calendar section covers an entire month, ensuring that the Observer gets kept on coffee tables and referred to again and again.

Our Destination group ads promote regional tourism.

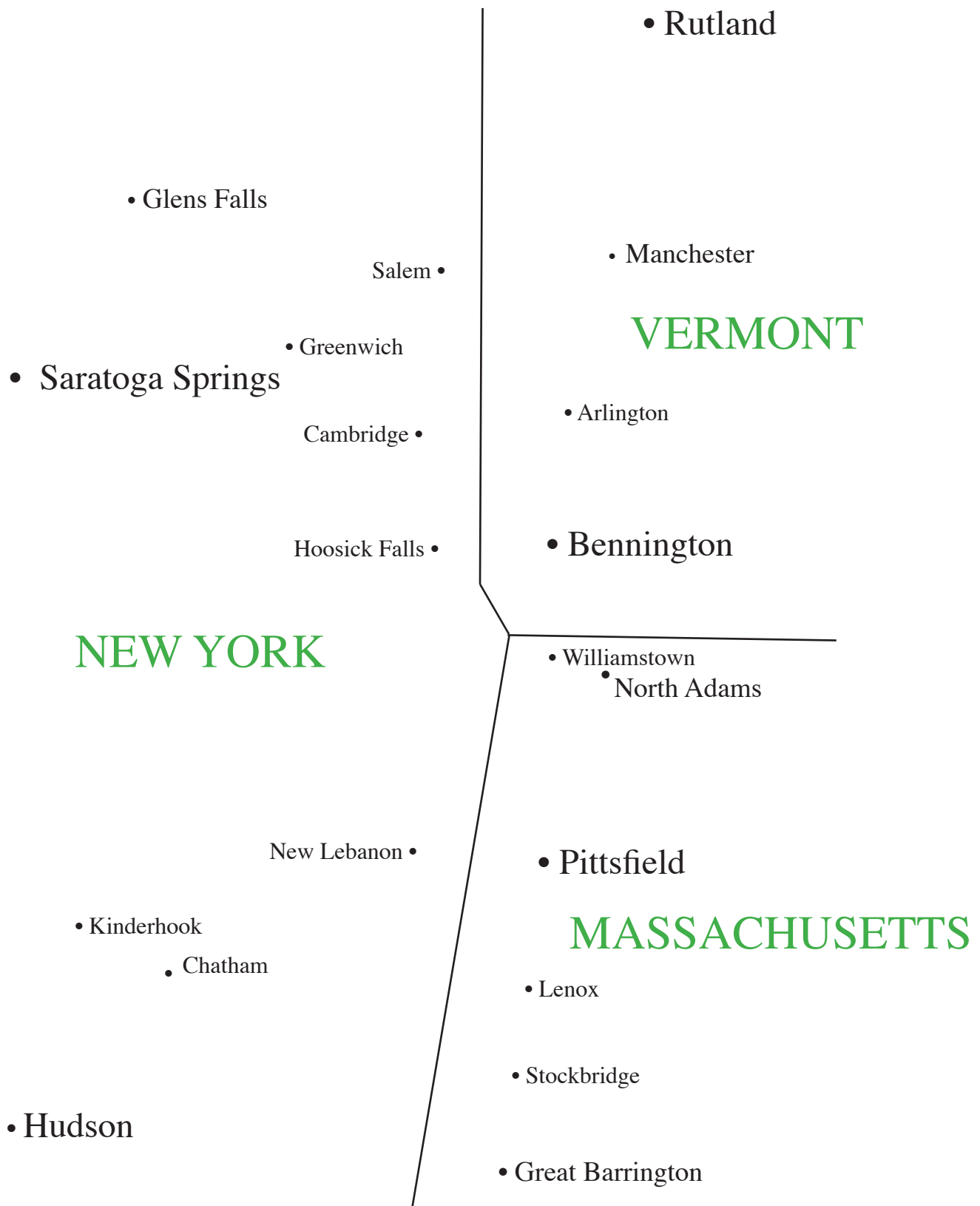
- Ads grouped by community establish key cities and towns as the destination for day trips and weekend getaways.
- Mini-calendars within each group highlight specific events that might be the occasion for this type of "backyard" tourism.
- Travel-time boxes in each group ad -- and a regional map in every issue -- give readers the details to plan their trips.

Your ad reaches a targeted audience in our rural, sophisticated region.

- 22,000 copies distributed at more than 500 locations
- A pick-up rate of better than 90 percent, often 95 percent
- A devoted readership that values independent journalism and prides itself on keeping informed about local issues, products and services

over please

Circulation Area of the *Hill Country Observer*



Hill Country Observer

FEBRUARY 2016 DISTRIBUTION INFORMATION

EASTERN NEW YORK

COLUMBIA COUNTY, N.Y.	Copies distributed	Number of locations		SARATOGA COUNTY, N.Y.	Copies distributed	Number of locations
Ancram	60	3		Ballston Spa	241	8
Austerlitz	150	2		Mechanicville	85	3
Canaan	6	1		Moreau	70	2
Chatham	400	14		Saratoga Springs	1720	37
Copake	160	5		Schuylerville	275	8
Copake Falls	50	3		Stillwater	50	2
East Chatham	45	3		Wilton	425	4
Harlemville	50	1				
Hillsdale	140	4		TOTAL	2866	64
Hudson	1071	32		Saratoga County		
Kinderhook	231	9				
Martindale	125	2		WARREN COUNTY, N.Y.	Copies distributed	Number of locations
New Lebanon	336	7		Glens Falls	894	18
Old Chatham	30	1		Queensbury	361	10
Spencertown	25	1				
Valatie	121	4		TOTAL	1255	28
TOTAL	3000	92		Warren County		
Columbia County						
				WASHINGTON COUNTY, N.Y.	Copies distributed	Number of locations
RENSSELAER COUNTY, N.Y.	Copies distributed	Number of locations		Argyle	125	3
Averill Park	80	2		Cambridge	1067	15
Cropseyville	105	2		Cossayuna	25	1
Eagle Bridge	30	1		Easton	45	4
Grafton	35	1		Fort Edward	291	8
Hoosick Falls	95	3		Granville	1060	10
North Hoosick	150	2		Greenwich	720	13
Petersburgh	15	1		Hudson Falls	335	5
Poestenkill	20	1		Salem	215	15
Stephentown	105	3		Shushan	105	2
Troy	130	8		West Hebron	55	1
				Whitehall	205	5
TOTAL	765	24		TOTAL	4248	82
Rensselaer County				Washington County		

(over, please)

WESTERN NEW ENGLAND

BERKSHIRE COUNTY, MASS.	Copies distributed	Number of locations	BENNINGTON COUNTY, VT.	Copies distributed	Number of locations
Adams	160	3	Arlington	40	3
Great Barrington	770	16	Bennington	1311	35
Housatonic	62	3	Dorset	145	5
Lanesborough	20	2	East Dorset	20	2
Lee	260	8	Manchester	1579	24
Lenox	193	8	North Bennington	155	7
North Adams	495	14	Pownal	175	7
North Egremont	20	1	West Arlington	25	1
Pittsfield	745	17			
Stockbridge	210	5			
West Stockbridge	55	2			
Williamstown	1110	19			

TOTAL
Berkshire County 4100 98

TOTAL
Bennington County 3450 84

RUTLAND COUNTY, VT.	Copies distributed	Number of locations
Bomoseen	135	3
Castleton	125	4
Danby	20	2
East Poultney	25	1
Fair Haven	70	2
Killington	100	4
Mendon	110	5
Pawlet	120	3
Pittsford	60	5
Poultney	112	7
Rutland	503	17
Wallingford	22	2
Wells	50	1
West Rutland	30	1

TOTAL
Rutland County 1490 57

GRAND TOTAL	Copies distributed	Number of locations
New York and New England	21174	529

plus 826 copies for subscriptions, advertiser packets & office use

500 Ways to Observe

Pick up your copy of the Observer at these independent businesses and cultural institutions

BERKSHIRE COUNTY, MASS.

ADAMS

Berkshire Visitors Bureau
Daily Grind
Val's Variety

GREAT BARRINGTON

Aegean Breeze
Barrington Brewery and Restaurant
Berkshire Community College
South County Extension
Berkshire Co-op Market
Berkshire South Regional
Community Center
Cleanallover Laundromat
Fuel
Guido's Fresh Marketplace
Mason Library
Plaza Package
Riverbend Cafe
Rubiner's
Simon's Rock College
(Daniel Arts Center)
SoCo Creamery, Railroad Street

HOUSATONIC

Aberdale's
Guthrie Center
Housie Market Cafe
Taft Farms

LANESBOROUGH

Newton Memorial Town Hall

LEE

Athena's Pizza
Cakewalk
Lee Coin-Op Laundromat
Lee Library
Panda Garden
Red Apple Chinese Restaurant
Starving Artist Cafe
Vivaldi's Pizzeria

LENOX

Arcadian Shop -- Trailside Café
Chocolate Springs Cafe
Jae's Asian Bistro
Kimball Farms Lifecare
Lenox Library
Lenox Natural Foods
Loeb's Foodtown

NORTH ADAMS

Brew Haha
China Buffet
Corner Market
Freight Yard Pub
Goodwill thrift store
Massachusetts College of Liberal
Arts (library)
Mass MoCA
Mount Williams Greenhouse
North Adams Public Library
Stop & Shop
Supreme Pizza
Thrifty Bundle laundry
Village Pizza
Western Gateway Heritage State
Park

PITTSFIELD

Ben & Jerry's
Berkshire Athenaeum
Berkshire Community College
Berkshire General Store
Berkshire Immigrant Center
Daddy-O's Diner
Dottie's Coffee Lounge
Golden Phoenix
Guido's Fresh Marketplace
Lichtenstein Center for the Arts
Marketplace Cafe
Otto's Deli
Patrick's Pub
Pittsfield Health Food Center
Whitney Center for the Arts

STOCKBRIDGE

Elm Street Market
IS183 Art School of the Berkshires
Main Street Cafe/So Co Creamery
Red Lion Inn
Stockbridge Coffee

WEST STOCKBRIDGE

Queensborough Package Store

WILLIAMSTOWN

1896 House Inn
Chef's Hat
Chopsticks
Coyote Flaco
Cozy Corner Restaurant
Cricket Creek Farm
Desperados
Hobson's Choice
Images Cinema
Milne Library
Pappa Charlie's Deli and Juice/Tea Bar
Pelty's Pizza
Store at Five Corners

Sweetwood Continuing Care

Community
Tunnel City Coffee/Chamber of
Commerce
Water Street Grill
Wild Oats
Williams College (Paresky Center)
Williams Inn

COLUMBIA COUNTY, N.Y.

ANCRAM

Ancram Ameristore
The Farmer's Wife
Herondale Farm

AUSTERLITZ

Mobil Food Mart, Rigor Hill Road
O's Eatery

CANAAN

Corner Deli

CHATHAM

Bimi Cheese Shop
Charron's
Chatham Bookstore
Chatham Brewing
Chatham Chinese Restaurant
Chatham Liquors
Chatham Real Food Market
Chatham Tavern
First Niagara Bank
Main Street Grainery
Marisa's Bagel Cafe
Peint-o-Gwrrw
Ralph's Pretty Good Cafe
Video Visions
Xtra Mart, Route 295 @ Taconic Pky
Vantage Point Realty

COPAKE

Church Street Deli & Pizzeria
Copake Liquor Store
Dad's Copake Diner
Front Porch Store

COPAKE FALLS

Bash Bish Bicycle
Depot Deli
Taconic Wayside Inn

EAST CHATHAM

Classic Country
East Chatham Wine & Spirits

HARLEMVILLE

Hawthorne Valley Farm Store

HILLSDALE

Four Brothers Pizza
IGA Hillsdale Supermarket
O's Hillsdale Country Diner
Roeliff Jansen Community Library

HUDSON

Amtrak station
Bagel Tyme
The Barlow
Cafe Le Perche
Casa Urbana
The Cascades
Chinatown
Columbia-Greene Community
College
Columbia Memorial Hospital
Country Squire Bed & Breakfast
de Marchin
Grazin' Diner
Half Moon
Hudson Area Library
Hudson City Bed & Breakfast
Hudson Wine Merchants
LaBella Pizza
Mexican Radio
Nolita Bakery Cafe
Park Falafel & Pizza
Plaza Diner
The Rev
St. Charles Hotel
Scali's Pizza & Pasta
Spotty Dog Books & Ale
Stair Galleries
Tanz's Afternoon Tea
Time & Space Limited
Vico Restaurant
West Indies Natural Foods
White Rice

KINDERHOOK

Bagel Tyme
The Berry Farm
Cornerstone Fellowship Church
Dyad Wine Bar
Farmania Bar
Kinderhook Memorial Library
Kinderhook Wine & Spirits
King's Wok Chinese Restaurant
LaBella's Brick Oven Pizzeria & Cafe
Samascott's Garden Market

MARTINDALE

Chief Martindale Diner
Xtra Mart, Route 23

over please

NEW LEBANON

Blueberry Hill Market & Cafe
 Bucky's Bagels
 China City
 Country Squire Supply
 E-Z Mart
 Hilltown Country Smokehouse
 Jimmy D's
 Mario's Restaurant
 New Lebanon public library

OLD CHATHAM

Old Chatham Country Store

SPENCERTOWN

Spencertown General Store

VALATIE

Benina's Restaurant
 The Main Street Cafe
 Mario's True Value Home Center
 Our Time

RENSSELAER COUNTY, N.Y.
AVERILL PARK

Pie Squared
 Young's Pharmacy & General Store

BERLIN

Hewitt's Market

CROPSEYVILLE

Brunswick Barbecue & Ribs
 Giuseppe's Route 2 Sunoco

EAGLE BRIDGE

Eagle Bridge Antiques

GRAFTON

Grafton's Town Store

HOOSICK FALLS

Falls Diner
 Tops Friendly Market
 Thorpe's Pharmacy

NORTH HOOSICK

Brown's Brewing
 Jean's Place

PETERSBURGH

Papa's Pizzeria
 Petersburg Public Library

POESTENKILL

Farm to Market Country Store

STEPHENTOWN

Gardner's Ice Cream & Coffee Shoppe
 Pizza Plus
 Sykes General Store

TROY

Arts Center of the Capital Region
 Daily Grind
 Kathleen's Fiber Arts
 Market Block Books
 Psychedelicatessen
 Rensselaer Polytechnic Institute student union
 Spill the Beans Coffee Shop
 Troy Waterfront Farmers Market (seasonal)

SARATOGA COUNTY, N.Y.
BALLSTON SPA

Coffee Planet
 Curtis Lumber
 Daisy Dry Goods
 Front Street Deli
 Iron Roost
 Sunset Cafe
 Village Barber
 Wild Thyme Whole Foods

MECHANICVILLE

Mechanicville Public Library
 Sub King

MOREAU/SOUTH GLENS FALLS

Adirondack Natural Foods
 Adirondack Quilts
 Common Roots Brewery
 Rock Hill Bakehouse

SARATOGA SPRINGS

Amtrak station
 Children's Museum at Saratoga City Hall
 D'Andrea's Pizza
 Embury Apartments -- East and West towers
 Esperanto
 For Earth's Sake
 Fortunate Cup Tea & Coffee
 Four Seasons Cafe
 Four Seasons Natural Foods
 The Grove
 Hibachi
 The Kettle
 Lyrical Ballad
 Monroe Brake
 Mrs. London's
 Northshire Bookstore
 Ravenous
 Raymond Watkins Apartments
 Roma
 Saratoga County Arts Council
 Saratoga Coffee Traders
 Saratoga Juice Bar
 Saratoga Springs Public Library
 Saratoga Springs Visitors Center
 Senior Citizens Center
 Shirley's Restaurant
 Skidmore College (Case Center and Arthur Zankel Music Center)
 Soave Faire
 Spring Street Market
 Stonequist Apartments

Sushi Thai Garden

Uncommon Grounds
 Woodlawn Commons

SCHUYLERVILLE

Byron's Market
 Joy Wok
 Mac's Diner
 Olde Saratoga Home & Garden
 Over the Moon Cafe & Bakery
 Saratoga Apple
 Sweeney's

STILLWATER

Pat's Subs
 Stillwater Free Library

WILTON

Childs Automotive
 Freihofer's Bakery outlet
 Healthy Living Market
 Saratoga Health & Wellness

WARREN COUNTY, N.Y.
GLENS FALLS

Apex Solar
 Chapman Historical Museum
 City Hall
 Crandall Public Library
 Davidson Brothers restaurant
 East End Eatery
 East Side Center
 Fountain Square Outfitters
 Glens Falls Co-op
 Hannaford, Broad Street store
 LARAC Lapham Place Gallery
 New Way Lunch
 North Country Family Care
 The Pines Rehabilitation Center
 Pure-N-Simple Natural Foods
 Rock Hill Bakehouse Cafe
 Samantha's Cafe & Catering
 The Shirt Factory
 Spot Coffee
 Steve's Place
 Stichman Towers
 Suds Laundry, Bay Street
 Union Square Building
 Charles R. Wood Theater

QUEENSBURY

9 Dragons Chinese restaurant
 Amore Pizza & Subs
 Angelina's Pizzeria
 Adirondack Community College
 Chopsticks
 Cool Beans (Quaker Road)
 Davidson Brothers Brewing
 Gamble's Bakery & Eatery
 Hewitt's Garden Center
 Glenwood Manor Antiques
 St. Andrews Ace Hardware
 Sutton's Marketplace

WASHINGTON COUNTY, N.Y.
ARGYLE

Argyle Laundromat
 Auction Barn restaurant
 Locust Grove Smokehouse
 The Stoverly

CAMBRIDGE

Battenkill Books
 Black Dog Wine & Spirits
 Cambridge Food Co-op
 Cambridge Library
 Cambridge Village Market
 China King
 Clark's Pizzeria
 Country Gals Cafe
 Hoosick Tire
 Over the Moon Beads
 Roundhouse Bakery Cafe
 Silvano's
 Stannard farmstand (seasonal)
 Village Store

COSSAYUNA

Lakeside Country Store

EASTON

Burton Hall
 Country Power Products
 Easton Library
 Ice Cream Man

FORT EDWARD

Broadway Coin-Op Laundry
 Broadway Family Diner & Bakery
 Fort Edward Free Library
 New China
 Seeley's Diner
 Washington County Municipal Center
 Ye Old Fort Diner

GRANVILLE

Chapman's General Store
 Edwards Liquor
 Edwards Market
 Hicks Orchard (seasonal)
 Ma & Pa's Place
 No. 1 Chinese Restaurant
 Pember Library
 Pine Grove Diner
 Price Chopper
 Slate Valley Museum

GREENWICH

Battenkill YMCA
 Greenwich Free Library
 Greenwich House of Pizza
 Greenwich Village Cafe & Bakery
 Hannaford

Helping Hands
Lynn's Country Cafe
Panda
Penny Wise Shoppe
Sweet Beet Bistro
Thurway Beverage
Washington Square Deli
Whipple City Family Chiropractic
Witches' Wash

HUDSON FALLS
Hudson Falls Public Library
Lewis Super Market
Main Moon
Main Street Launderette
Phat Chicks' Corner Cafe

SALEM
A&J Enterprises
Battenkill Valley Creamery
Borador Animal Hospital
Courthouse Community Center
Gardenworks
Jacko's Corner
Main Street Diner
North Main Gallery
Proudfit Hall (library)
Round Bale
Salem Family Health Center
Salem Hardware & Supply Co.
Sheldon's (seasonal)
Steiningers' Chocolates & Cafe

SHUSHAN
Burger Den
Yushak's

WEST HEBRON
Bedlam Corners Store

WHITEHALL
Carol's Collectibles
Fort Anne Antiques
Green Mountain Market
Putorti's Market
Rathbun's Maple Sugar House

BENNINGTON COUNTY, VT.

ARLINGTON
Arlington Inn
Martha Canfield Free Library

BENNINGTON
Apple Barn (seasonal)
Bagels Pizza N' Whatnosh
Bennington Bookshop
Bennington Center for the Arts
Bennington College
Bennington Free Library
Bennington Museum
Bennington Pizza
Bennington Station Restaurant
Bennington Welcome Center
Beverage Den
Brown Cow Cafe
Camelot Village
Chamber of Commerce Visitors
Center
Community College of Vermont
Crazy Russian Girl bakery
Henry's Market
Jay's Art Shop
Lil' Britain
Lucky Dragon
Madison Brewing Co.
Market Wagon
Now & Then Books
Papa Pete's
Ramunto's Pizza
South Street Cafe
Southern Vermont College
Southwestern Vermont Medical
Center
Spice 'N Nice
Sunnyside Diner
Tractor Supply
Two Brews Cafe
Vermont Confectionery
Vermont Veterans Home

DORSET
Barrows House
Dorset Inn
Dorset Union Store
Hasgas General Store
H.N. Williams Store

EAST DORSET
East Dorset General Store
Wilson House

MANCHESTER
Bob's Diner
Christo's Restaurant
Dutton Farm Stand
Equinox Resort
The Inn at Manchester
Manchester & The Mountains
Chamber of Commerce
Manchester Community Library
Manchester Laundromat
Mother Myricks
Mountain Goat
Mrs. Murphy's Donut Shop
Nature's Market
New Morning Natural Foods
Northshire Bookstore
Orvis Outlet
Palmer House
Perfect Wife Tavern

Price Chopper
Second Rising Bakery & Cafe
Shaw's supermarket
Southern Vermont Arts Center
Zippy Chicks

NORTH BENNINGTON
Eddington House Inn
Kevin's Sports Pub
Left Bank Gallery
Marigold Pizza
North Bennington Variety
Pangaea Lounge
Powers Market

POWNALE
Hillside House
Next Door Beer & Wine
Pownal View Barn
Takoda's Discount Variety
Village Market and Video
Winchester's

SHAFTSBURY
Clear Brook Farm (seasonal)

WEST ARLINGTON
Wayside Country Store

WEST RUPERT
Sherman's General Store

RUTLAND COUNTY, VT.

BOMOSEEN
Prunier's Market
Sunrise Family Restaurant

CASTLETON
Amtrak station
Birdseye Diner
Castleton Village Store
Castleton Pizza
Castleton State College
(student center)

DANBY
Mount Tabor General Store
Nichols Store

EAST POULTNEY
East Poultnery General Store

FAIR HAVEN
The Cleaning Center

KILLINGTON
Cortina Inn
Killington Deli & Marketplace
Killington Market
Phat Italian Deli
The Woods Spa

MENDON
Bridges Country Store
Mendon Mountain Orchard
Sugar & Spice Restaurant
Vermont Inn

PAWLET
The Barn
Pawlet Public Library
Sheldon's General Store

PITTSFORD
Champlain Farms
J-R's Eatery
Kamuda's Country Market
Keith's Country Store & Deli
Mobil station (Routes 7 & 3)

POULTNEY
Green Mountain College
Hermit Hill Books
Mad Hatter Cafe
Perry's Main Street Eatery
Stone Valley Community Market

RUTLAND
Ben & Jerry's
Coffee Exchange Cafe
Ernie's Sandwich Shop
Gill's Delicatessen
JIA Indian Restaurant
Johnny Boys Pancake House
New Shanghai Restaurant
Noble Ace Hardware
Olivia's Market
Phoenix Bookstore
Rutland Country Store
Rutland Free Library
Rutland Natural Food Market
Rutland Restaurant
The Sandwich Shoppe
Seward Family Restaurant
Speak Easy Cafe
Terrill Street Beverage
Tokyo House Restaurant
Tops Friendly Market

WALLINGFORD
Sal's South

WELLS
Wells Village Store

WEST RUTLAND
Mary's Cafe

Hill Country Observer sample larger ads

QUARTER PAGE
2 columns x 5½ inches
(or 1 column x 11 inches)
\$220 per ad

HALF PAGE
3 columns x 7½ inches
\$396 per ad

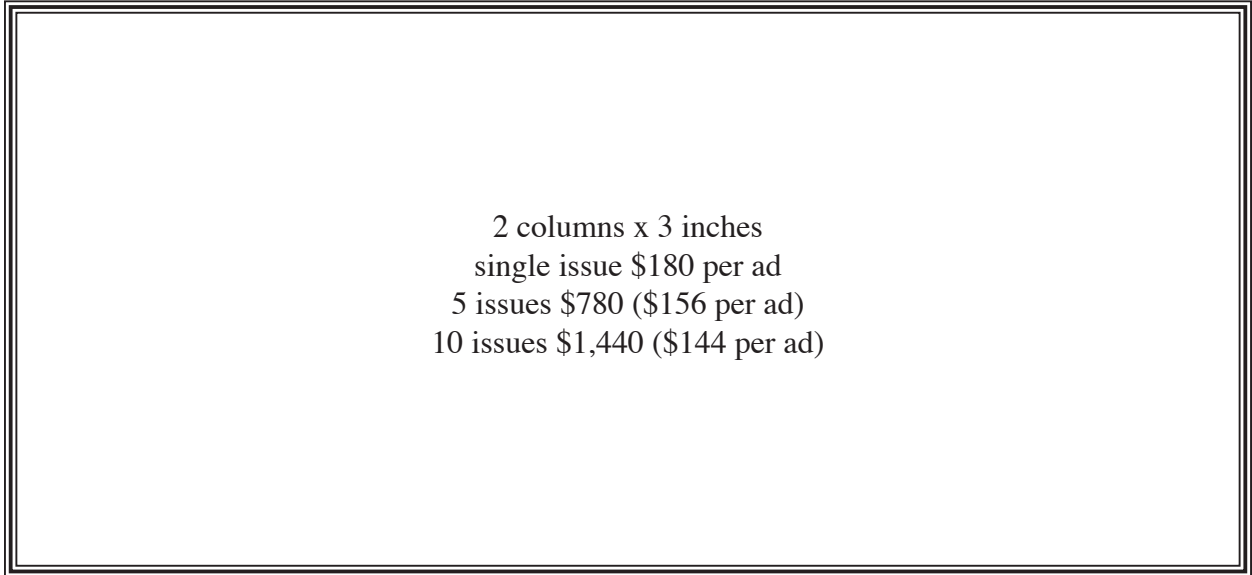
(FULL PAGE is twice as tall and costs \$792)

THE PRICES SHOWN FOR THESE LARGER ADS ARE AT THE
DISCOUNTED RATE OF \$20/COLUMN-INCH
(\$18 PER C.I. FOR HALF-PAGE OR LARGER)

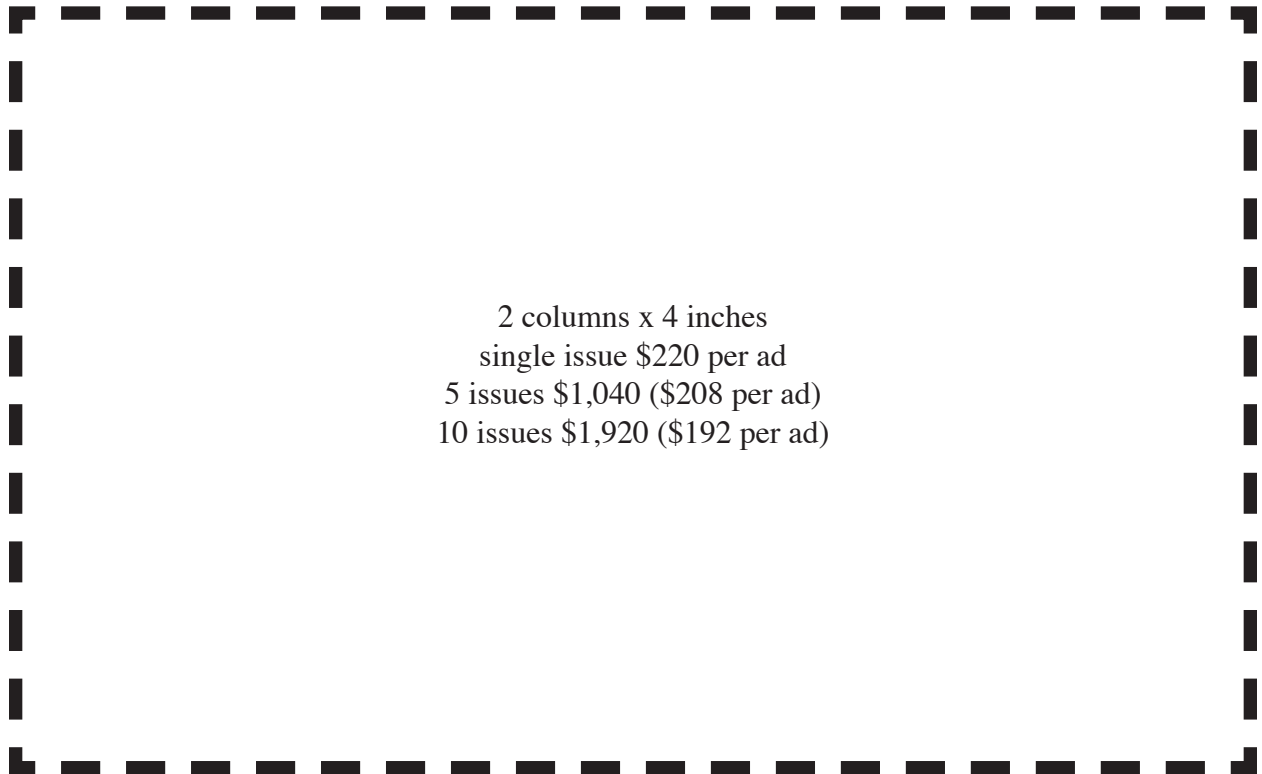
over please

Hill Country Observer sample two-column ads

Two columns wide is 6 1/2 inches.



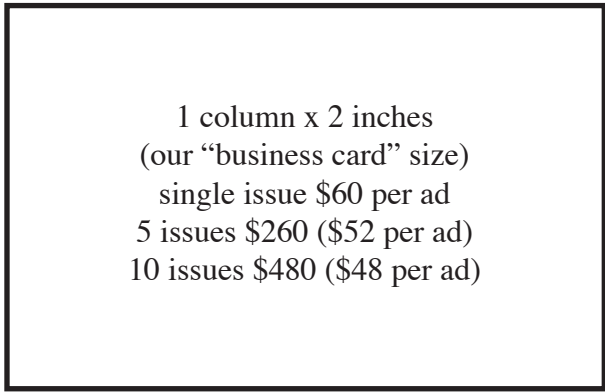
2 columns x 3 inches
single issue \$180 per ad
5 issues \$780 (\$156 per ad)
10 issues \$1,440 (\$144 per ad)



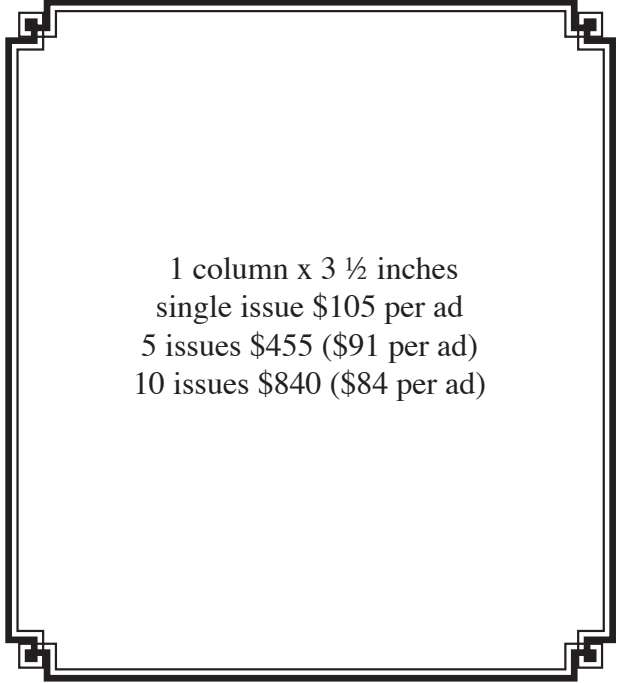
2 columns x 4 inches
single issue \$220 per ad
5 issues \$1,040 (\$208 per ad)
10 issues \$1,920 (\$192 per ad)

next page, please

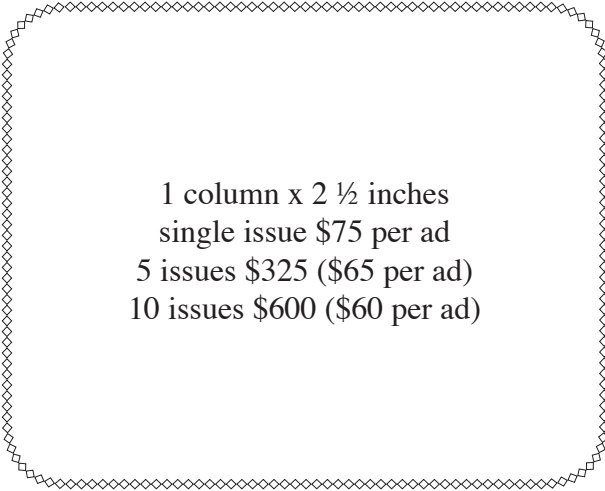
Hill Country Observer sample one-column ads



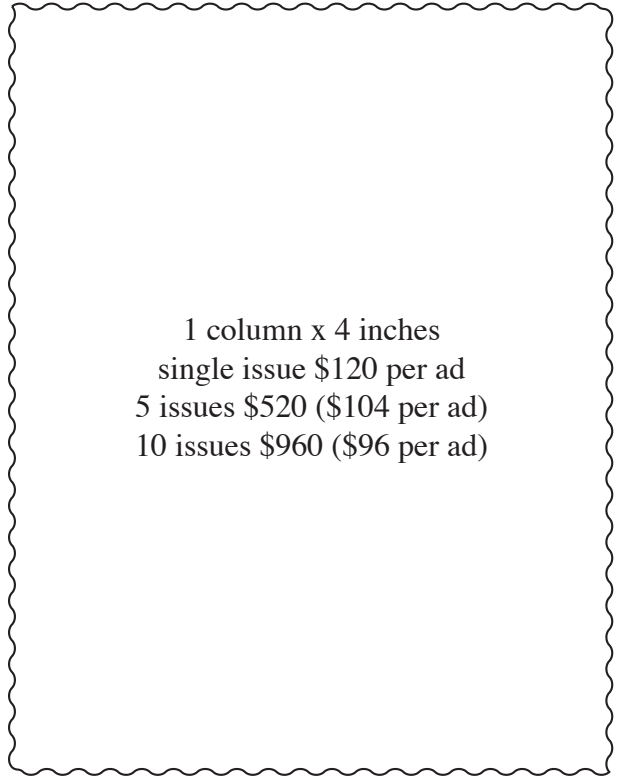
1 column x 2 inches
(our “business card” size)
single issue \$60 per ad
5 issues \$260 (\$52 per ad)
10 issues \$480 (\$48 per ad)



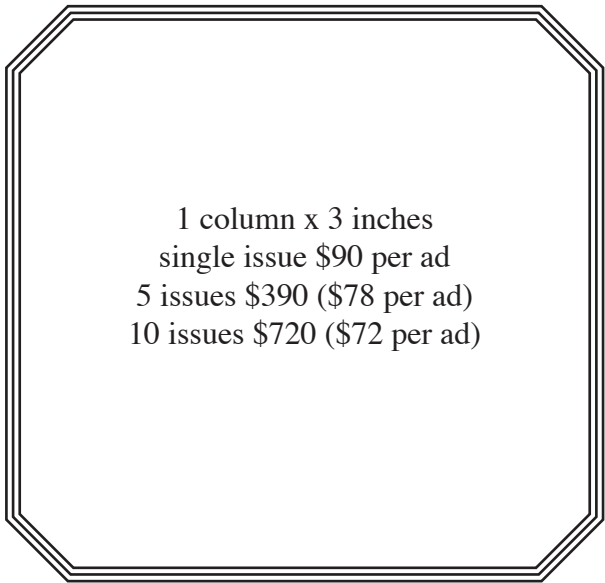
1 column x 3 ½ inches
single issue \$105 per ad
5 issues \$455 (\$91 per ad)
10 issues \$840 (\$84 per ad)



1 column x 2 ½ inches
single issue \$75 per ad
5 issues \$325 (\$65 per ad)
10 issues \$600 (\$60 per ad)



1 column x 4 inches
single issue \$120 per ad
5 issues \$520 (\$104 per ad)
10 issues \$960 (\$96 per ad)



1 column x 3 inches
single issue \$90 per ad
5 issues \$390 (\$78 per ad)
10 issues \$720 (\$72 per ad)

One column wide is 3 1/8 inches.

Observer Publishing, Inc.
518-677-8508
toll-free: 866-806-6838
fax: 518-677-8898

HILL COUNTRY
observer

77 East Main Street - P.O. Box 158 - Cambridge, NY 12816

Jenny Stern, publisher
jstern@hillcountryobserver.com
Fred Daley, editor
fdaley@hillcountryobserver.com

e-mail address for advertising: advertising@hillcountryobserver.com

ADVERTISING SALES CONTRACT

_____ agrees to buy an advertisement of
(your name or business)

_____ size in the _____
(size of ad) (e.g., Jan, Feb, Mar, etc.)

issue(s) of the *Hill Country Observer*. The price for this purchase is \$_____.

Bills and tear sheets will be sent to you. Please write mailing address below:

Business phone _____ fax _____ e-mail _____

The advertiser will provide (check one)

- the text for the ad and any preferences regarding layout
 complete camera-ready copy
 a combination of both (e.g., the text and a camera-ready logo)

The ad copy

- is attached to this page
 will be sent by phone fax mail e-mail

Payment is due within 30 days of receipt of bill.

_____ (signature of advertiser)

_____ (print name) _____ (date)