

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

HILL COUNTRY  
**observer**  
77 East Main Street - P.O. Box 158 - Cambridge, NY 12816

Fred Daley, editor and publisher  
fdaley@hillcountryobserver.com

## 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.***

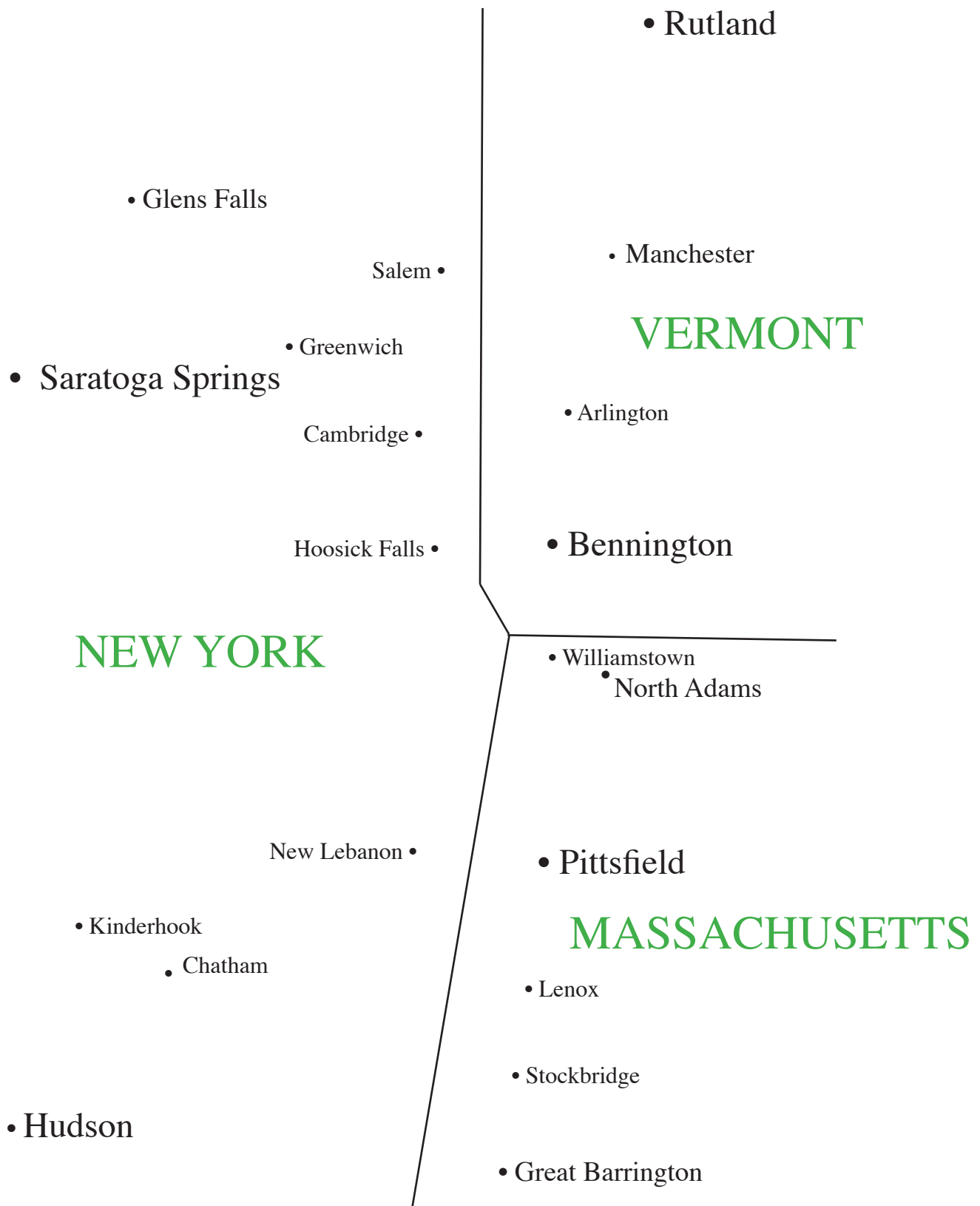
- Ads grouped by community establish key cities and towns as the destination for day trips and weekend getaways.
- Mini-calendars within each group highlight specific events that might be the occasion for this type of "backyard" tourism.
- Travel-time boxes in each group ad -- and a regional map in every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

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

- 16,000 copies distributed at more than 300 locations
- A pick-up rate of better than 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*

AVERAGE DISTRIBUTION PER ISSUE, OCT. 2022-FEB. 2023

## EASTERN NEW YORK

COLUMBIA COUNTY, N.Y.	Copies distributed	Number of locations	SARATOGA COUNTY, N.Y.	Copies distributed	Number of locations
Ancram	13	1	Ballston Spa	136	7
Chatham	244	6	Mechanicville	29	2
Copake	53	3	Saratoga Springs	996	21
Copake Falls	20	1	Schuylerville	366	13
Craryville	38	1	Wilton	425	1
East Chatham	3	1	<b>TOTAL</b>	<b>1952</b>	<b>44</b>
Harlemville	20	1	<i>Saratoga County</i>		
Hillsdale	178	5			
Hudson	370	9			
Kinderhook	115	2	<b>WARREN COUNTY, N.Y.</b>	<b>Copies distributed</b>	<b>Number of locations</b>
Martindale	90	2	Glens Falls	882	15
New Lebanon	210	4	Queensbury	333	8
Valatie	123	3	<b>TOTAL</b>	<b>1215</b>	<b>23</b>
<b>TOTAL</b>	<b>1507</b>	<b>39</b>	<i>Warren County</i>		
<i>Columbia County</i>					

RENSSELAER COUNTY, N.Y.	Copies distributed	Number of locations	WASHINGTON COUNTY, N.Y.	Copies distributed	Number of locations
Averill Park	50	1	Argyle	78	4
Berlin	20	1	Cambridge	971	14
Brunswick	15	1	Easton	18	1
Cropseyville	30	2	Fort Edward	130	4
Eagle Bridge	135	2	Granville	33	3
Grafton	23	1	Greenwich	1335	13
Hoosick Falls	227	5	Hudson Falls	107	7
North Hoosick	125	2	Kingsbury	64	1
Poestenkill	20	1	Salem	167	8
Stephentown	74	2	Shushan	26	1
Troy	40	1	Whitehall	260	4
<b>TOTAL</b>	<b>759</b>	<b>19</b>	<b>TOTAL</b>	<b>3189</b>	<b>60</b>
<i>Rensselaer County</i>			<i>Washington County</i>		

*(over, please)*

WESTERN NEW ENGLAND

BERKSHIRE COUNTY, MASS.	Copies distributed	Number of locations	BENNINGTON COUNTY, VT.	Copies distributed	Number of locations
Adams	197	6	Arlington	50	3
Great Barrington	523	11	Bennington	573	12
Lanesborough	34	1	Dorset	168	2
Lee	271	11	Manchester	2140	12
Lenox	130	5	North Bennington	98	5
North Adams	539	13	Pownal	306	4
Pittsfield	336	11	Shaftsbury	5	1-seasonal
Stockbridge	145	4	West Arlington	16	1
Williamstown	555	11			
<b>TOTAL Berkshire County</b>	<b>2730</b>	<b>73</b>	<b>TOTAL Bennington County</b>	<b>3356</b>	<b>40</b>

RUTLAND COUNTY, VT.	Copies distributed	Number of locations
Bomoseen	196	1
Castleton	116	2
East Poultney	6	1
Fair Haven	10	1
Pawlet	125	5
Poultney	218	3
Rutland	269	7
Wells	35	1
West Rutland	14	1
<b>TOTAL Rutland County</b>	<b>989</b>	<b>22</b>

GRAND TOTAL	Copies distributed	Number of locations
New York and New England	15697	320

plus 303 copies for subscriptions, advertiser packets & office use

# 300 Ways to Observe

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

## BERKSHIRE COUNTY, MASS.

### ADAMS

Adams Hometown Market  
Berkshire Mill  
Berkshire Visitors Bureau  
Daily Grind  
Miss Adams Diner  
Patriot Laundromat

### GREAT BARRINGTON

Aegean Breeze  
Barrington Brewery and Restaurant  
Berkshire Co-op Market  
Farm Country Soup  
Four Brothers Pizza  
Goodwill Great Barrington  
Marketplace Kitchen Table  
Plaza Package  
Rio Cafe  
SoCo Creamery, Railroad Street  
Xicohtencatl Restaurant

### LANESBOROUGH

Newton Memorial Town Hall

### LEE

51 Park Restaurant & Tavern  
Canna Provisions  
Henry's Electric  
Lee Library  
Let's Do Lunch  
Panda Garden  
Red Apple Chinese Restaurant  
Starving Artist Cafe  
Steve's Barber Shop  
Uptown Store  
Vivaldi's Pizzeria

### LENOX

Bagel & Brew  
Chocolate Springs Cafe  
Haven Bakery & Cafe  
Lenox Library  
Loeb's Foodtown

### NORTH ADAMS

Bright Ideas Brewing  
Christo's Famous Pizza  
Freight Yard Pub  
Goodwill thrift store  
Massachusetts College of Liberal  
Arts (library)  
Mass MoCA  
Meng's Pan-Asian Restaurant  
North Adams Public Library  
Ramunto's  
Stop & Shop  
Thrifty Bundle laundry  
Tres Ninos/Berkshire Blends  
Village Pizza

### PITTSFIELD

Ben & Jerry's  
Berkshire Athenaeum  
Dottie's Coffee Lounge  
Empire Pizza  
Flo's Diner  
Golden Phoenix  
Guido's Fresh Marketplace  
Hotel on North  
Liberty Pizza  
Marketplace Cafe  
Pittsfield Health Food Center

### STOCKBRIDGE

Elm Street Market  
Michael's Restaurant  
Red Lion Inn  
Stockbridge Library

### WILLIAMSTOWN

Chef's Hat  
Chopsticks  
Cozy Corner Restaurant  
Cricket Creek Farm  
Desperados  
Milne Library  
Pappa Charlie's Deli and Juice/Tea Bar  
Store at Five Corners  
Sweetwood Continuing Care  
Community  
Tunnel City Coffee/Chamber of  
Commerce  
Water Street Grill

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## COLUMBIA COUNTY, N.Y.

### ANCRAM

Ancram Ameristore

### CHATHAM

Charron's  
Chatham Bookstore  
Chatham Brewing  
Chatham Chinese Restaurant  
Chatham Real Food Market  
Fiesta Cafe/American Pie  
Xtra Mart, Route 295 @ Taconic Pky

### COPAKE

Church Street Deli & Pizzeria  
Clock Tower Pub & Grill  
Copake General Store

### COPAKE FALLS

Depot Deli

### CRARYVILLE

Random Harvest

### HARLEMVILLE

Hawthorne Valley Farm Store

### HILLSDALE

Cook & Larder Comfort Food Shop  
Four Brothers Pizza  
IGA Hillsdale Supermarket  
Roeliff Jansen Community Library  
Sweet Pea's Diner

### HUDSON

Amtrak station  
Columbia-Greene Community  
College  
Grazin' Diner  
Hudson Roastery Coffee & Wine Bar  
Nolita's Cafe  
Plaza Diner  
The Rev  
Rolling Grocer 19  
St. Charles Hotel

### KINDERHOOK

Kinderhook Memorial Library  
Samascott's Garden Market

### MARTINDALE

Chief Martindale Diner  
Xtra Mart, Route 23

### NEW LEBANON

China City  
Jimmy D's  
New Lebanon Farmers Market &  
Grocery  
New Lebanon Library

### VALATIE

Bagel Tyme  
The Main Street Diner  
Mario's True Value Home Center

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## RENSELAER COUNTY, N.Y.

### AVERILL PARK

Young's Pharmacy & General Store

### BERLIN

Hewitt's Market

### BRUNSWICK

Common Crumb

### CROPSEYVILLE

Brunswick Barbecue & Ribs  
Cobble Pond Farms

### EAGLE BRIDGE

Eagle Bridge Antiques  
Happenchance Farm

### GRAFTON

Grafton's Town Store

### HOOSICK FALLS

Byte  
Cumberland Farms  
Hoosick Provisions  
Iron Coffee Co.  
Tops Friendly Market  
Thorpe's Pharmacy

### NORTH HOOSICK

Brown's Brewing  
Jean's Place

### POESTENKILL

Farm to Market Country Store

### STEPHENTOWN

Dave's Market, Deli, Liquor & Gas  
Gardner's Ice Cream & Coffee  
Shoppe

### TROY

Arts Center of the Capital Region

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## SARATOGA COUNTY, N.Y.

### BALLSTON SPA

Brookside Museum  
Corina  
Curtis Lumber  
Front Street Deli  
National Bottle Museum  
Sage Wine & Spirits  
Stone Soup Antiques

### MECHANICVILLE

Mechanicville Public Library  
Sub King

### SARATOGA SPRINGS

Amtrak station  
Cardona's  
D'Andrea's Pizza  
Embury Apartments -- East and  
West towers  
Esperanto  
Four Seasons Natural Foods  
The Grove  
Hannaford supermarket  
Kaffee House  
Kaleidoscope Cafe  
The Kettle

*over please*

Minogue's Beverage Center  
Mrs. London's  
Saratoga County Arts Council  
Saratoga Coffee Traders  
Saratoga Springs Public Library  
Skidmore College (Case Center)  
Soave Faire  
Spring Street Market  
Sushi Thai Garden

#### SCHUYLERVILLE

Amigos Cantina  
Byron's Market  
Joy Wok  
Just Meats  
Merryman Family Dentistry  
Olde Saratoga Eatery  
Olde Saratoga Home & Garden  
Olde Saratoga Mercantile  
Saratoga Apple  
Saratoga Gluten Free Goods  
Schuylerville Public Library  
Sweeney's  
Sweet Lou's

#### WILTON

Healthy Living Market

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### WARREN COUNTY, N.Y.

#### GLENS FALLS

Chapman Historical Museum  
City Hall  
Crandall Public Library  
Davidson Brothers restaurant  
Gourmet Cafe  
Hannaford, Broad Street store  
KRU Coffee  
LARAC Lapham Place Gallery  
Rock Hill Bakehouse  
The Shirt Factory  
Spot Coffee  
Steve's Place  
Suds Laundry, Bay Street  
Union Square Building  
Charles R. Wood Theater

#### QUEENSBURY

9 Dragons Chinese restaurant  
Adirondack Community College  
Chopsticks  
Cool Beans (Quaker Road)  
Hewitt's Garden Center  
Glenwood Manor Antiques  
Minogue's Beverage Center  
St. Andrews Ace Hardware

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### WASHINGTON COUNTY, N.Y.

#### ARGYLE

Argyle Free Library  
Argyle Laundromat  
Auction Barn Restaurant  
Locust Grove Smokehouse

#### CAMBRIDGE

Argyle Brewing  
Battenkill Books  
Black Dog Wines & Spirits  
The Cambridge  
Cambridge Antiques Center  
Cambridge Food Co-op  
Cambridge Library  
Cambridge Village Market  
China King  
Clark's Pizzeria  
Country Gals Cafe  
Hubbard Hall  
Silvano's  
Village Pizza & Pasta

#### EASTON

Country Power Products

#### FORT EDWARD

Broadway Coin-Op Laundry  
Fort Edward Free Library  
Washington County Municipal Center  
Ye Old Fort Diner

#### GRANVILLE

Hicks Orchard (seasonal)  
Pember Library  
Pine Grove Diner  
Slate Valley Museum

#### GREENWICH

Battenkill YMCA  
Coffee And  
Greenwich Free Library  
Greenwich House of Pizza  
Greenwich Village Cafe & Bakery  
Hannaford  
Jay's Pizza  
Just Meats Deli  
Lynn's Country Cafe  
Panda  
Penny Wise Shoppe  
Thruway Beverage  
Witches' Wash

#### HUDSON FALLS

Hudson Falls Public Library  
Losaw's Diner  
Main Moon  
Main Street Launderette  
Sullivan's Diner  
Tops Furniture  
The Village Booksmith

#### KINGSBURY

Hannaford supermarket

#### SALEM

A&J Enterprises  
Battenkill Valley Creamery  
Borador Animal Hospital  
Courthouse Community Center  
Gardenworks  
Proudfit Hall (library)  
Salem Hardware & Supply Co.  
Shoppe Off Broadway Thrift Store  
Steinger's Chocolates & Cafe

#### SHUSHAN

Yushak's

#### WHITEHALL

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

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### BENNINGTON COUNTY, VT.

#### ARLINGTON

Camping on the Battenkill  
Martha Canfield Free Library  
Rablogan Castle of Scotland

#### BENNINGTON

Apple Barn (seasonal)  
Bennington Bookshop  
Bennington Community Market  
Bennington Free Library  
Bennington Museum  
Bennington Pizza  
Beverage Den  
Henry's Market  
Jay's Art Shop  
Madison Brewing Co.  
Ramunto's Pizza  
Spice 'N Nice  
Sunnyside Diner

#### DORSET

Dorset Union Store  
H.N. Williams Store

#### MANCHESTER

Bob's Diner  
Christo's Restaurant  
Dutton Farm Stand  
Manchester Community Library  
Manchester Laundromat  
Northshire Bookstore  
Orvis Outlet  
Price Chopper  
Shaw's supermarket  
Southern Vermont Arts Center  
Village Market & Gas  
Willoughby's Depot Eatery

#### NORTH BENNINGTON

Eddington House Inn  
Kevin's Sports Pub  
Left Bank Gallery  
North Bennington Variety  
Powers Market

#### POWNAI

Dwyer's State Line Beer & Wine  
Pownal View Barn  
Village Market and Video  
Winchester's

#### SHAFTSBURY

Clear Brook Farm (seasonal)

#### WEST ARLINGTON

Wayside Country Store

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### RUTLAND COUNTY, VT.

#### BOMOSEEN

Prunier's Market

#### CASTLETON

Birdseye Diner  
Castleton Pizza

#### EAST POULTNEY

East Poultney General Store

#### FAIR HAVEN

The Cleaning Center

#### PAWLET

The Barn  
Mach's Market  
Pawlet Public Library  
Pawlet Station restaurant  
Sheldon's General Store

#### POULTNEY

Hermit Hill Books  
Perry's Main Street Eatery  
Shaw's supermarket

#### RUTLAND

Noble Ace Hardware  
Rutland Free Library  
Rutland Natural Food Market  
The Sandwich Shoppe  
Speak Easy Cafe  
Terrill Street Beverage  
Tops Friendly Market

#### WELLS

Wells Country 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

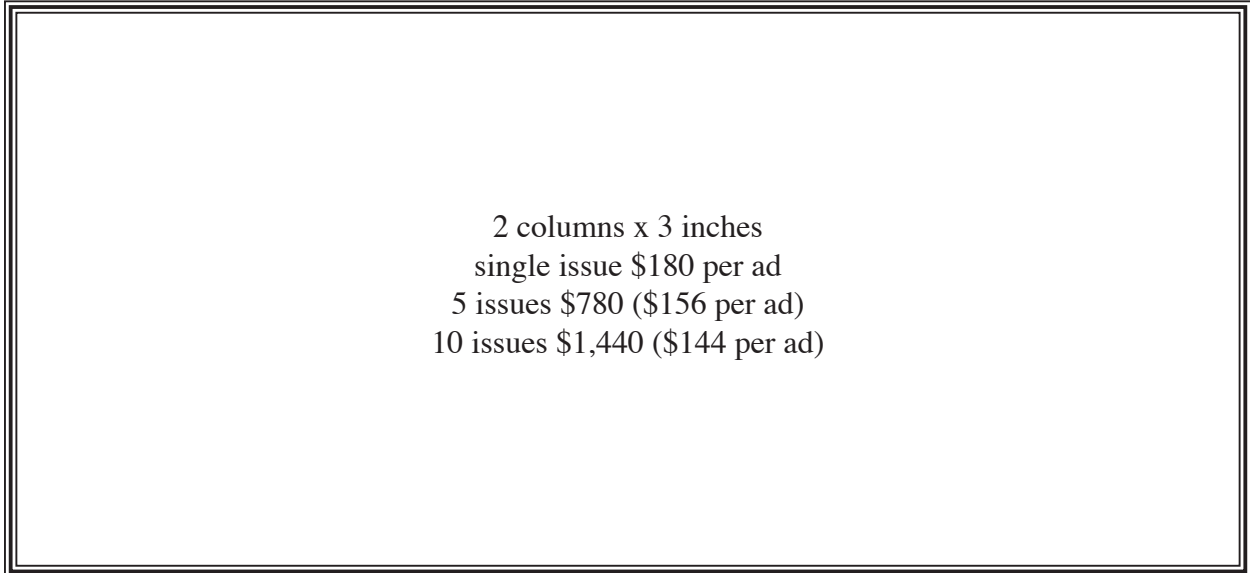
(FULL PAGE is twice as tall and costs \$792)

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)

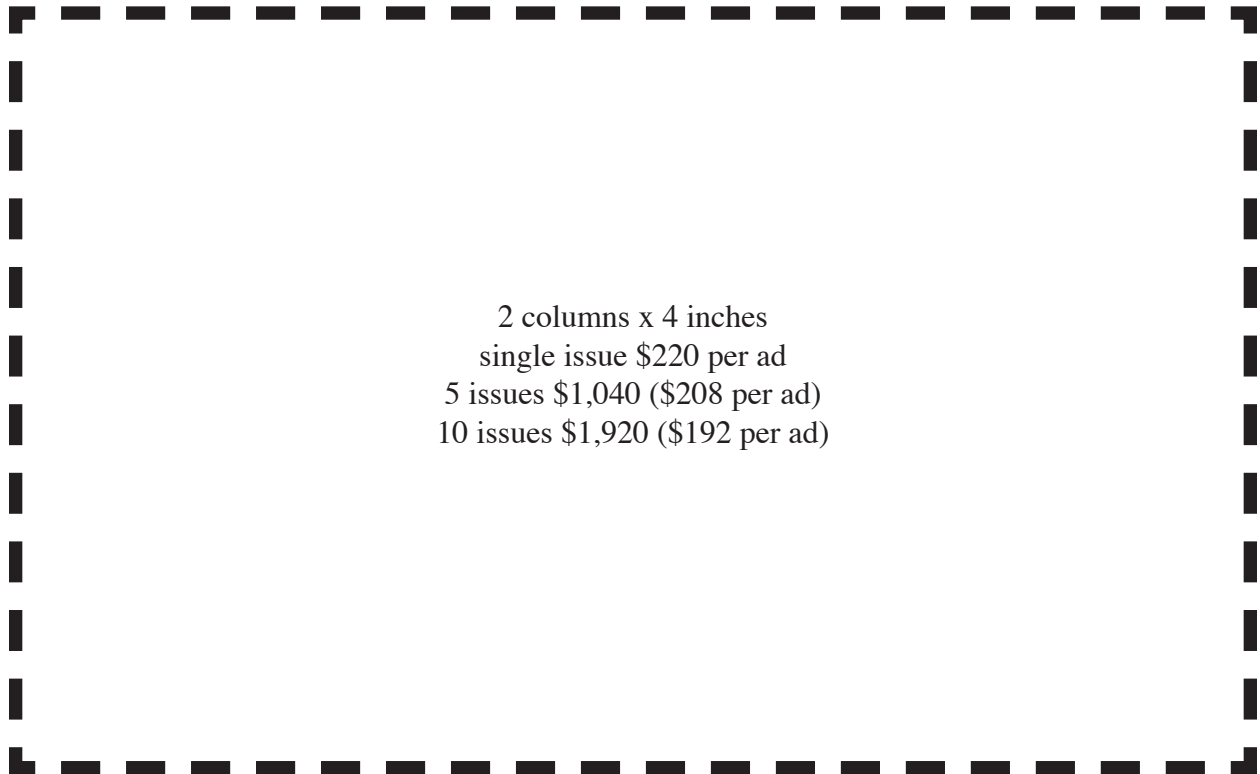
*over please*

# *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)

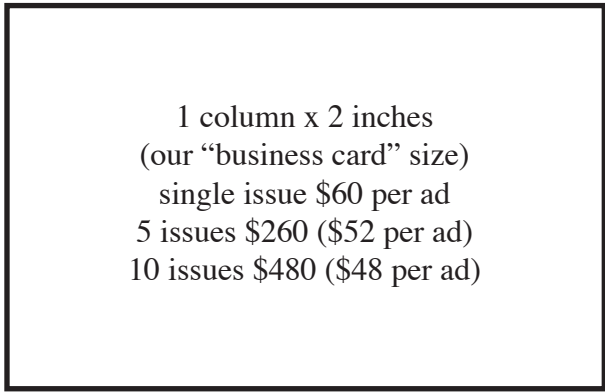


2 columns x 4 inches  
single issue \$220 per ad  
5 issues \$1,040 (\$208 per ad)  
10 issues \$1,920 (\$192 per ad)

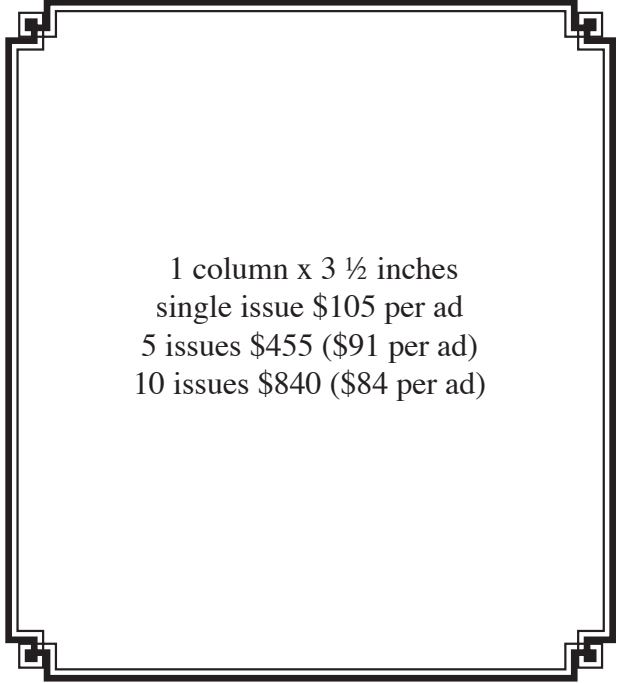
*next page, please*



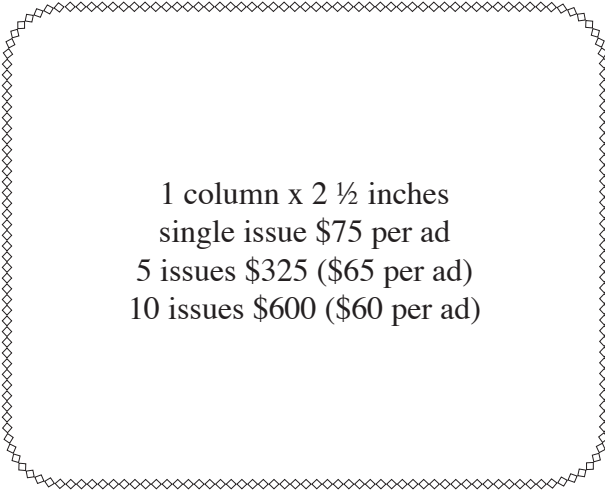
# Hill Country Observer sample one-column ads



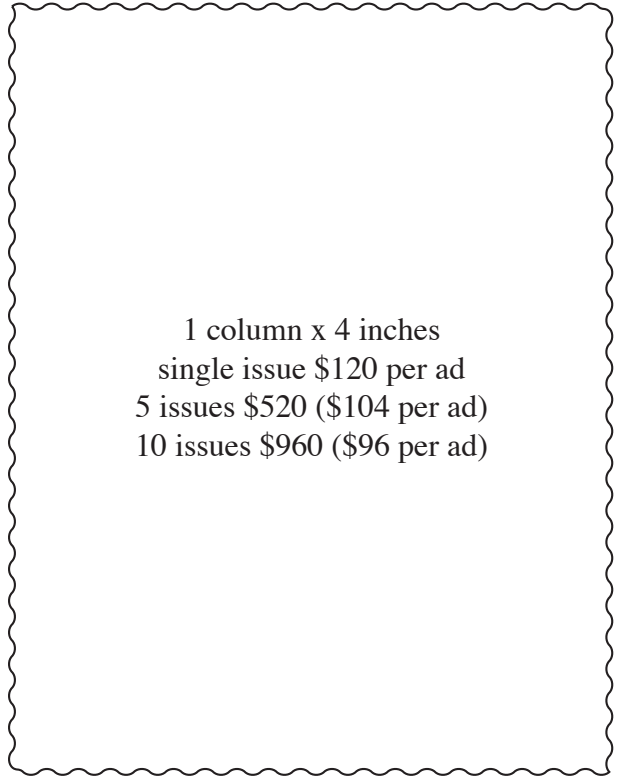
1 column x 2 inches  
(our “business card” size)  
single issue \$60 per ad  
5 issues \$260 (\$52 per ad)  
10 issues \$480 (\$48 per ad)



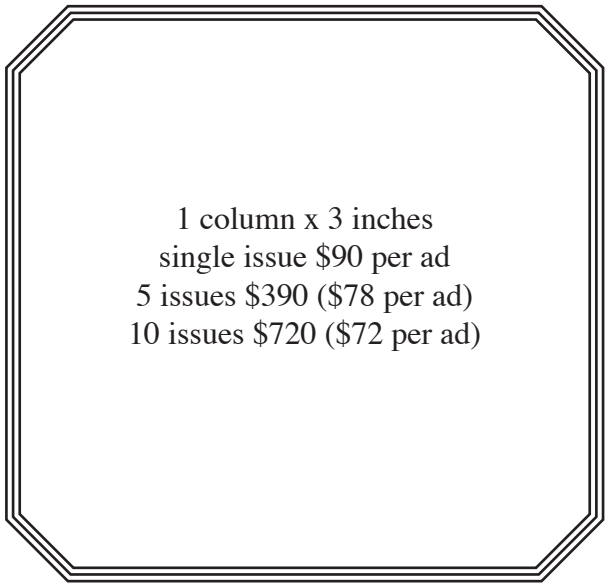
1 column x 3 ½ inches  
single issue \$105 per ad  
5 issues \$455 (\$91 per ad)  
10 issues \$840 (\$84 per ad)



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.*

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### 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)