

UpClose 2014

PUBLICATIONS

Las Sendas Up Close

Bringing neighbors closer to their community August 2011
NEW TRAILHEAD LIFESTYLE DEPARTMENT
 Combines Synergies with Jennifer and Kristha

By AnnMarie Makin
Close Encounters
 Jennifer Griffin and Kristha Latta have been instrumental in the Trailhead and Knolls Lakes in new initiatives, a fresh new look and a new energy. Las Sendas has been through a lot of changes, but the new business plan and F&A management group formed and Kristha and Jennifer's leadership and vision have brought new energy and excitement to the community.



With the new business plan and F&A management group formed and Kristha and Jennifer's leadership and vision have brought new energy and excitement to the community.

Some questions Jennifer and Kristha often get asked are, "How do you manage the Trailhead and Knolls Lakes in new initiatives, a fresh new look and a new energy?" Jennifer and Kristha often get asked these questions. They have been instrumental in the Trailhead and Knolls Lakes in new initiatives, a fresh new look and a new energy. Las Sendas has been through a lot of changes, but the new business plan and F&A management group formed and Kristha and Jennifer's leadership and vision have brought new energy and excitement to the community.

TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS
 Jennifer Griffin was the initial consultant for the Knolls Club and worked at the Trailhead in the first year. She then joined Las Sendas for 12 years before moving to a neighborhood close by Jennifer's current position at the Knolls Club. She is now the Director of the Knolls Club and is also the Director of the Knolls Club's new lifestyle department. Kristha, who comes from a special-needs background, worked for the University of California at Santa Cruz. When she moved to Arizona in 2007, she became executive assistant to the executive dean of the College of Nursing at Arizona State University. She continues to work with the Knolls Club and Knolls Lakes in new initiatives, a fresh new look and a new energy. Las Sendas community events for all ages.



PHILLY HOT POSTAL PATRON ECRWSS

In This Issue
 Las Sendas Golf Club
 San River Trading
 Bridges Preschool
 Functors

Red Mountain Ranch Up Close

Bringing neighbors closer to their community April 2011
Social Club Tours COMMUNITY COLLEGE AT RED MOUNTAIN

Submitted by Don Williams, Club Pickleby
 The Social Club of the Red Mountain Ranch Social Club was invited to the Community College at Red Mountain for a tour of the campus. The tour was led by Don Williams, club president, and was a very informative and enjoyable experience. The tour included a visit to the campus, a tour of the campus, and a tour of the campus. The tour was led by Don Williams, club president, and was a very informative and enjoyable experience. The tour included a visit to the campus, a tour of the campus, and a tour of the campus.



Fab Trail
 The Fab Trail is a new initiative that will bring neighbors closer to their community. It is a trail that will be used for walking, jogging, and other activities. The trail will be a great addition to the community and will provide a great place for neighbors to get together and enjoy the outdoors.



COSMOS' STYLISTS add pizzazz to women's
 The Cosmos' Stylists are a group of women who provide hair and makeup services for the community. They are a great resource for anyone who needs a professional touch. The Cosmos' Stylists are a group of women who provide hair and makeup services for the community. They are a great resource for anyone who needs a professional touch.



PHILLY HOT POSTAL PATRON ECRWSS

In This Issue
 Dinner Baywood
 Old School
 Save the Family
 Country Club
 Social Club
 World Champion
 Functors
 Service Directory

Mesa Uplands Up Close

Bringing neighbors closer to their community February 2011
STUDENT LIFE AT MCC RED MOUNTAIN Offers Social and Leadership Opportunities

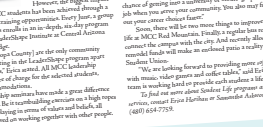
By AnnMarie Makin
 There is one person behind the scenes working in a very important way at Mesa Community College (MCC) at Red Mountain while also offering a variety of services to the community. She is a student leader and is making a difference in the lives of others.



PHILLY HOT POSTAL PATRON ECRWSS

In This Issue
 Women and Stress
 Self-Development Prechool
 Custom Homes
 Elnora's Run
 TruCo Only
 Las Sendas Dental Health
 7 Seasonal GOS
 Service Directory

CASINO NIGHT Benefits Save the Family
 Mission Statement
 Family homelessness is a growing problem that affects millions of people. The mission of the Family Homelessness Prevention Fund is to provide financial assistance to families in need. The mission of the Family Homelessness Prevention Fund is to provide financial assistance to families in need.



also online at
www.UpCloseAZ.com

Go UpClose

FROM THE PUBLISHER



Dear Advertisers,

Thank you for taking the time to look at what we have to offer.

We appreciate the opportunity to explain our Up Close community publications, which serve the Northeast Mesa neighborhoods of Las Sendas, Red Mountain Ranch, Alta Mesa, Mountain Bridge, Boulder Mountain and The Groves, as well as the Mesa Uplands area.

Phillips West's editorial mission is to *Bring neighbors closer to their community*. This is accomplished by highlighting residents, businesses, schools, clubs, and charities in our three Up Close publications.

Up Close is direct mailed to more than 13,000 households, and is also delivered to area schools, clubs, and businesses. We reach an average of 30,000 readers every month, including on the Web at www.UpCloseAZ.com.

Because homeowners read and enjoy their community news and Up Close offers an entertaining medium focused on promoting your business as well as neighborhood goodwill, your advertising is more effective in an Up Close publication versus a less connected direct mail piece of ads or coupons, etc.

Many of our supporters say they enjoy the benefits of advertising in Up Close, as they live or work in the community the publication serves. So come join us in bringing neighbors closer to their community by participating with Up Close. We'd love to hear from you.




Call (480) 748-1127 to place your ad today!

Sincerely,

Kim Phillips
Publisher
Phillips West
(480) 748-1127
(480) 882-0181 fax
Publisher@PhillipsWest.com
www.UpCloseAZ.com



DEMOGRAPHICS

 <p><i>Las Sendas</i> Up Close</p>	<p>Distribution - 4,000 3,844 direct mailed to local residents and business owners. 156 copies delivered to area schools, clubs and businesses. Power and McDowell Roads, Northeast Mesa Zip code: 85207</p>	<table border="1"> <tbody> <tr><td>Average Household Income</td><td>\$104,043</td></tr> <tr><td>Median Household Income</td><td>\$81,463</td></tr> <tr><td>Median Age</td><td>37</td></tr> <tr><td>Median Age Adult</td><td>46</td></tr> <tr><td>Male</td><td>50.54%</td></tr> <tr><td>Female</td><td>49.46%</td></tr> </tbody> </table>	Average Household Income	\$104,043	Median Household Income	\$81,463	Median Age	37	Median Age Adult	46	Male	50.54%	Female	49.46%
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Median Age	37													
Median Age Adult	46													
Male	50.54%													
Female	49.46%													
 <p><i>Red Mountain Ranch</i> Up Close</p>	<p>Distribution - 3,400 3,316 direct mailed to local residents and business owners. 84 copies delivered to area schools, clubs and businesses. Thomas and Recker Roads, Northeast Mesa Zip code: 85215</p>	<table border="1"> <tbody> <tr><td>Average Household Income</td><td>\$101,758</td></tr> <tr><td>Median Household Income</td><td>\$79,590</td></tr> <tr><td>Median Age</td><td>37</td></tr> <tr><td>Median Age Adult</td><td>45</td></tr> <tr><td>Male</td><td>50.55%</td></tr> <tr><td>Female</td><td>49.45%</td></tr> </tbody> </table>	Average Household Income	\$101,758	Median Household Income	\$79,590	Median Age	37	Median Age Adult	45	Male	50.55%	Female	49.45%
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 <p><i>Mesa Uplands</i> Up Close</p>	<p>Distribution - 5,800 5,692 direct mailed to local residents and business owners. 108 copies delivered to area schools, clubs and businesses. Lindsay and Ellsworth Roads, Adobe and McKellips Roads, Northeast Mesa. Zip codes: 85205, 85207, 85213</p>	<table border="1"> <tbody> <tr><td>Average Household Income</td><td>\$146,018</td></tr> <tr><td>Median Household Income</td><td>\$114,285</td></tr> <tr><td>Median Age</td><td>36</td></tr> <tr><td>Median Age Adult</td><td>46</td></tr> <tr><td>Male</td><td>50.91%</td></tr> <tr><td>Female</td><td>49.09%</td></tr> </tbody> </table>	Average Household Income	\$146,018	Median Household Income	\$114,285	Median Age	36	Median Age Adult	46	Male	50.91%	Female	49.09%
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UpClose can also be found online at

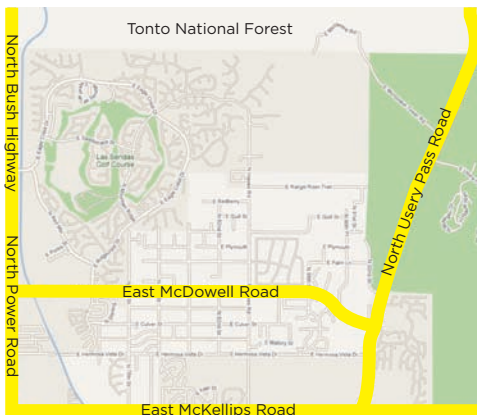
www.UpCloseAZ.com

Read articles, download PDFs, and more!

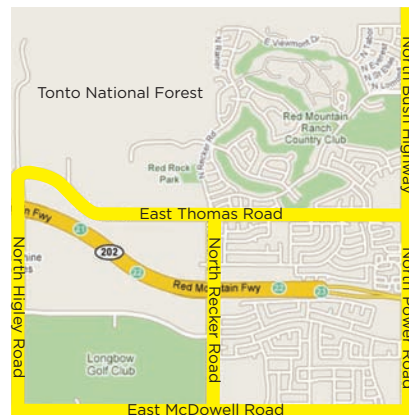
DISTRIBUTION



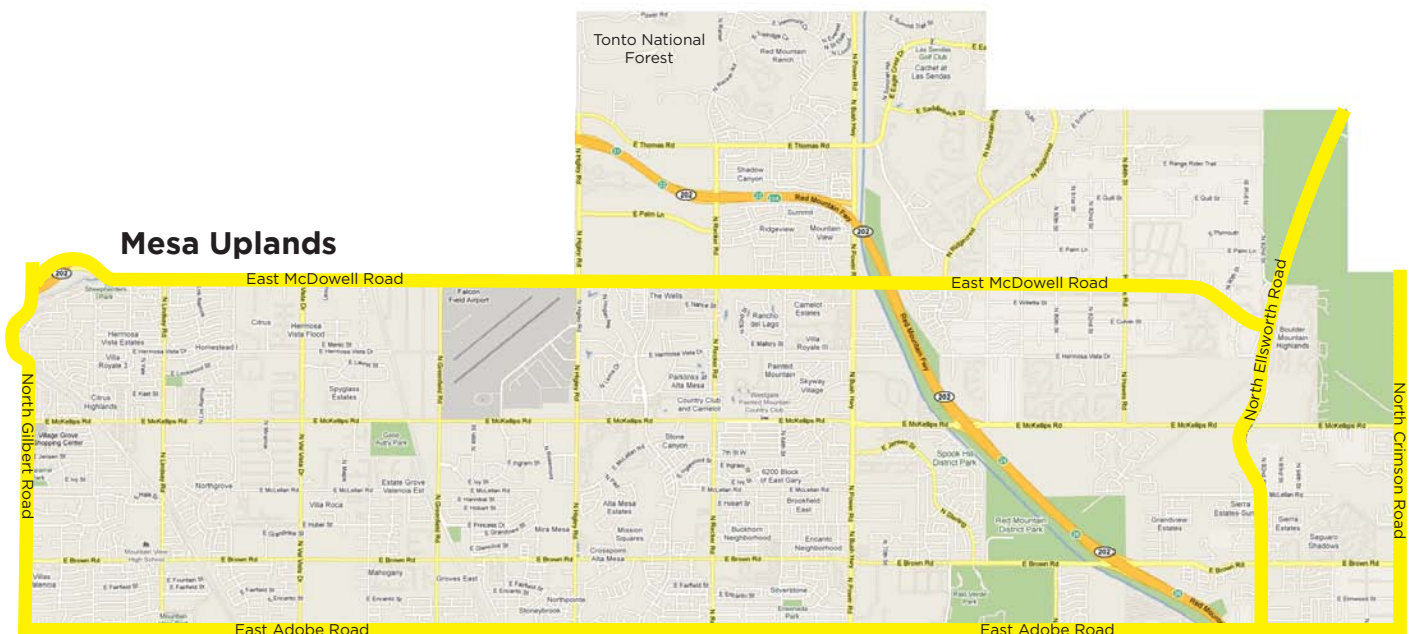
Las Sendas



Red Mountain Ranch



Mesa Uplands



Up Close

PUBLICATIONS

Bringing neighbors closer to their community

2014

Las Sendas | Red Mountain Ranch | Mesa Uplands | Alta Mesa | Mountain Bridge | The Groves

COMPLIMENTARY BUSINESS PROFILES*

Educate customers about your business... Promote special events... Broadcast your achievements... Share your story with the community...

Provide credibility and support to your display ad with the addition of monthly editorial highlights.

A higher frequency is an important way to effectively reach your audience and promote your product or service.

- How long your print ad runs is an important factor in your campaign's performance.
- We recommend you run your ad at least three times in the publication. Having your ad displayed multiple times will dramatically reinforce your message. A reader is more likely to remember and respond to your message after seeing your ad several times.
- Seasonal influences, such as holidays, popular vacation times, back-to-school, and more, can help create additional relevance to your product and affect your appeal to readers.

Readers are exposed to a different stage in the consumer process each time they see your ad.

First exposure typically prompts your audience to be curious about your product or service.

Second exposure typically prompts readers to recognize how your product or service is personally relevant to them.

Third exposure typically reminds readers how your business fits their needs and prompts them to act.

—Newspaper Association of America, 2005 Newspaper Advertising Planbook

Up Close reaches a broad audience, ranging from young professionals to active seniors to community leaders. Our affluent readers possess maximum purchasing power, resulting in a growing customer base for you, the advertiser.

*Minimum investment and required.

Las Sendas Up Close

Bringing neighbors closer to their community

COSMOS' STYLISTS ADD pizzazz to women's conference

By Dawn Akley

It's time to get ready for the 2014 International Women's Conference, scheduled for April 7 through 10. The event is a special opportunity for women to connect with other professionals and gain valuable insights into the latest trends in the industry. The conference is a must-attend event for anyone looking to advance their career and expand their network.

... [Text continues with details about the conference and the stylists involved] ...

LOOK AND FEEL GREAT FOR SPRING

By Deb Huhns, RN

It's time to get ready for the 2014 International Women's Conference, scheduled for April 7 through 10. The event is a special opportunity for women to connect with other professionals and gain valuable insights into the latest trends in the industry. The conference is a must-attend event for anyone looking to advance their career and expand their network.

... [Text continues with details about the conference and the stylists involved] ...

Your compassion and generosity CAN HELP CHANGE TWO LIVES

Compassion 2014 is a special event that brings together people from all walks of life to support a worthy cause. This year, the focus is on helping those in need and making a difference in their lives. Your contribution can make a real impact.

... [Text continues with details about the event and how to get involved] ...

Red Mountain Ranch Up Close

Bringing neighbors closer to their community

Bridal Show Features Red Mountain Ranch COUNTRY CLUB'S PERFECT WEDDING SPOTS

By Angie Makin

The Red Mountain Ranch Country Club is proud to host the annual Bridal Show, a special event that brings together brides and grooms-to-be. The show features a variety of wedding services and venues, all in one place. It's the perfect opportunity to plan your special day.

... [Text continues with details about the wedding spots and services] ...

Mesa Uplands Up Close

Bringing neighbors closer to their community

Self Development Charter School announces EXCITING NEWS

By Angie Makin

The Self Development Charter School is excited to announce a new program that will help students reach their full potential. This program focuses on personal growth and self-improvement, providing students with the tools they need to succeed.

... [Text continues with details about the program and its benefits] ...

SPECIAL EVENTS BECOME SPECTACULAR at Red Mountain Ranch Country Club

By Maria McGill

The Red Mountain Ranch Country Club is known for its exceptional events and services. This year, the club has introduced a new line of special events that are sure to be a hit. From weddings to corporate events, the club has everything you need to make your event unforgettable.

... [Text continues with details about the special events and services] ...

Self Development's Performance Wins CHARTER SCHOOL OF THE YEAR AWARD

By Angie Makin

The Self Development Charter School has been recognized as the Charter School of the Year for its outstanding performance. This award is a testament to the school's commitment to excellence and its dedication to providing a high-quality education for all students.

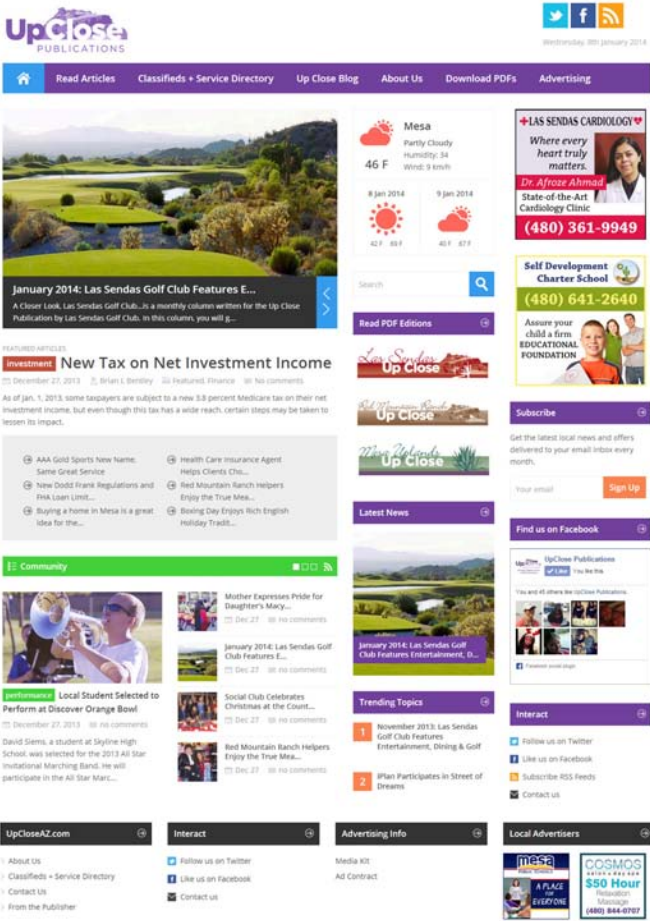
... [Text continues with details about the award and the school's achievements] ...

POSTAL PATRON ECRVSS

Bringing neighbors closer to their community

... [Text continues with details about the Postal Patron program and its benefits] ...

WEB SITE ADVERTISING



Up Close launched a new Web site in Fall 2013, featuring online stories and business profiles, downloadable PDFs, and much more. Advertising on our Web site can be a powerful new tool for your business.

By regularly adding to our online content and by utilizing social networking like Facebook and Twitter, our Web site is growing steadily. UpCloseAZ.com receives thousands of visitors every month -- a great way to get more eyes on your company's message.

Join us in bringing neighbors closer to their communities by advertising online!

*Monthly statistics will be provided regarding how many times your ad has been viewed, and how many people have visited your company's Web site by clicking on the ad. Imagine... **advertising results you can measure!***

AD SPECIFICATIONS:

SIDEBAR AD

Size: 250 x 250 pixels
Placement: Story, content or front page placement, right sidebar

FOOTER AD

Size: 125 x 125 pixels
Placement: All pages, bottom



All ads should be formatted in RGB colorspace and saved as 72 dpi JPEG or GIF files.

Or save yourself the hassle and let Up Close designers create an eye-catching ad for you!