

# UpClose 2015

## PUBLICATIONS

### Las Sendas Up Close

Bringing neighbors closer to their community

#### NEW TRAILHEAD LIFESTYLE DEPARTMENT Combines Synergies with Jennifer and Kristha

**By AnnElin Makin**  
**Special Events Editor**  
**Jennifer Griffin**  
**Kristha Lyles**



With the new business plan and F&A management group Executive and Customer, the Athletic Club and Special Events Planning sections have been reorganized and combined into one entity.

Both Jennifer and Kristha spend their office together as well as a number of community events and activities.

"We just celebrated the 10th anniversary of our club and the extremely successful Spring Tennis Tournament was held at the Trailhead Athletic Club (TAC) and Special Events Planning. Our job for only a short time has been to merge from last year's plan into a solid, diverse Jennifer had spent up this position before she was in the community."

"Spring Tennis tournament drew 150 participants," Jennifer said. "Of those, 130 were new members." For a total of 25, all Las Sendas residents had the chance to experience a full weekend for eight weeks.

"As time goes by, we are able to share the things of the community," Kristha observed. "But then some families are involved, they naturally might not be the appropriate environment and others may really value the time to spend with each other."

"In the past year," Jennifer continued, "there has been a lot of new things happening at the club. We have been working on a number of things, including the addition of a new community center. The addition of a new community center is a great addition to the community. It provides a great place for people to meet and socialize. It also provides a great place for people to exercise and stay healthy. We are excited about the future of the community and the things we have planned for the future."

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### Red Mountain Ranch Up Close

Bringing neighbors closer to their community

#### Social Club Tours COMMUNITY COLLEGE AT RED MOUNTAIN

**Submitted by Jim Williams, Club Pickleball Chairman and Red Mountain Ranch Social Club**

The 10th anniversary of the Red Mountain Ranch Social Club was celebrated with a special tour of the Community College at Red Mountain. The tour was led by the club's Chairman, Jim Williams, and was attended by a group of club members.

The tour was a great success and provided a great opportunity for the club members to see the college and its facilities. The college is a great place for students to study and work. It provides a great environment for learning and growth.



Members of the Social Club tour the Community College at Red Mountain. The tour was led by Chairman Jim Williams and was a great success.

### TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS

**Jennifer Griffin** was the special coordinator for the Athletic Club and worked at the Trailhead in the four years she spent in Las Sendas for 12 years before moving to a neighborhood closer to her current residence.

**Kristha Lyles** has worked at the Athletic Club and Special Events Planning for the last several years. She has a background in the fitness industry and has worked for the University of California at Santa Cruz. When she moved to Las Sendas in 2007, she became a member of the community and has been an active participant in many community events.



**PHILLY HOT**  
 POSTAL PATRON  
 ECRWSS

PHILLY HOT  
 POSTAL PATRON  
 ECRWSS

### Mesa Uplands Up Close

Bringing neighbors closer to their community

#### STUDENT LIFE AT MCC RED MOUNTAIN Offers Social and Leadership Opportunities

**By AnnElin Makin**

There is one person behind the scenes who is making a difference in the lives of students at Mesa Community College (MCC) at Red Mountain. Her name is Kristha Lyles, and she is the director of the Student Life program. Kristha has been working at MCC for several years and has been instrumental in the development of the Student Life program.

The Student Life program provides a great opportunity for students to get involved in their community and to develop their leadership skills. Kristha has been instrumental in the development of the Student Life program and has been instrumental in the success of the program.



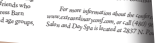
Kristha Lyles, director of the Student Life program at MCC Red Mountain, is instrumental in the success of the program.

### COSMOS' STYLISTS add pizzazz to women's

**By Diana Aksey**

Living World Bible Church, located at 3520 E. Brown Road, is sponsoring the 2015 Phoenix Women's Conference. The conference is a great opportunity for women to learn and grow. It provides a great environment for women to meet and socialize. It also provides a great place for women to exercise and stay healthy.

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A group of women at the Phoenix Women's Conference, sponsored by Living World Bible Church.

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**CASINO NIGHT Benefits Save the Family**

Mission Statement: Family homelessness is a growing problem that is affecting everyone it touches. Save the Family empowers families to conquer homelessness and achieve lifelong independence.

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## 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](http://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,

A handwritten signature in black ink, appearing to read "Kim Phillips".

Kim Phillips  
Publisher  
Phillips West  
(480) 748-1127  
(480) 882-0181 fax  
[Publisher@PhillipsWest.com](mailto:Publisher@PhillipsWest.com)  
[www.UpCloseAZ.com](http://www.UpCloseAZ.com)



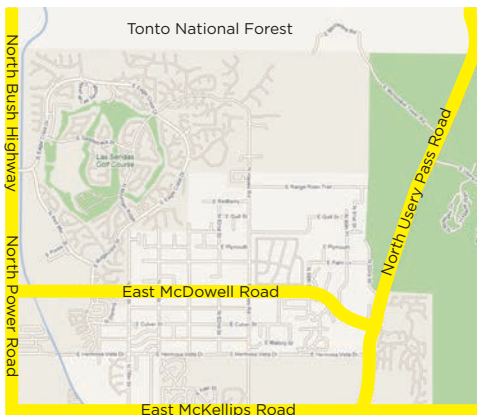
## DEMOGRAPHICS

 <p><i>Las Sendas</i> <b>Up Close</b></p>	<p><b>Distribution - 4,000</b> 3,844 direct mailed to local residents and business owners. 156 copies delivered to area schools, clubs and businesses. <b>Power and McDowell Roads, Northeast Mesa</b> <b>Zip code: 85207</b></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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 <p><i>Red Mountain Ranch</i> <b>Up Close</b></p>	<p><b>Distribution - 3,400</b> 3,316 direct mailed to local residents and business owners. 84 copies delivered to area schools, clubs and businesses. <b>Thomas and Recker Roads, Northeast Mesa</b> <b>Zip code: 85215</b></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> <b>Up Close</b></p>	<p><b>Distribution - 5,800</b> 5,692 direct mailed to local residents and business owners. 108 copies delivered to area schools, clubs and businesses. <b>Lindsay and Ellsworth Roads, Adobe and McKellips Roads, Northeast Mesa. Zip codes: 85205, 85207, 85213</b></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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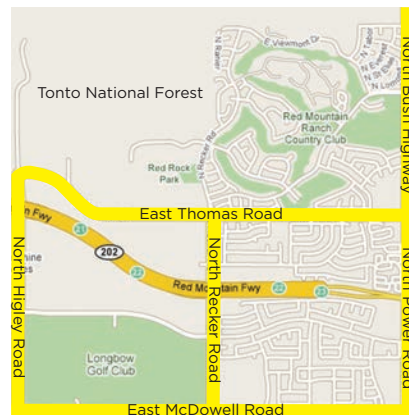
## DISTRIBUTION



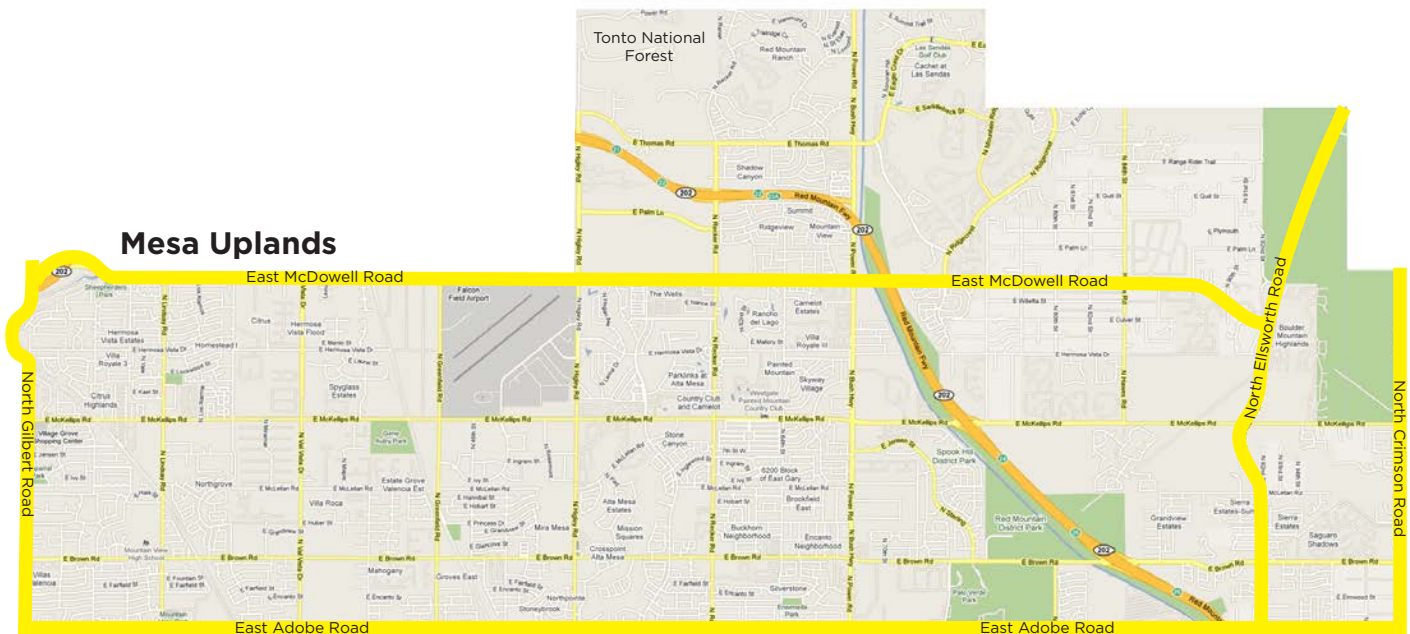
**Las Sendas**



**Red Mountain Ranch**



**Mesa Uplands**



# Up Close

PUBLICATIONS

Bringing neighbors closer to their community

2015

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 advertising and registration required.

### Las Sendas Up Close

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#### COSMOS' STYLISTS ADD pizzazz to women's conference

By Dawn Akley

It's time to get your hair done in style. The 2015 International Women's Conference, scheduled for April 7 through 9, will feature a special event for women's hair care. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

### LOOK AND FEEL GREAT FOR SPRING

By Deb Huhns, RN

It's time to get your hair done in style. The 2015 International Women's Conference, scheduled for April 7 through 9, will feature a special event for women's hair care. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

### Your compassion and generosity CAN HELP CHANGE TWO LIVES

Compassion 2015 is a special event that will help you give your time and resources to a worthy cause. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

### Red Mountain Ranch Up Close

Bringing neighbors closer to their community

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

By Anne-Marie Melia

The Red Mountain Ranch Country Club is proud to host a bridal show. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

### Mesa Uplands Up Close

Bringing neighbors closer to their community

#### Self Development Charter School announces EXCITING NEWS

Self Development Charter School is proud to announce exciting news. The school will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

### SPECIAL EVENTS BECOME SPECTACULAR at Red Mountain Ranch Country Club

By Maria McGill

The Red Mountain Ranch Country Club is proud to host special events. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

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

Self Development Charter School has won the Charter School of the Year Award. The award will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

### POSTAL PATRON ECRRWS

Postal Patron ECRRWS is a special event that will help you give your time and resources to a worthy cause. The event will be held at the Las Sendas Hotel and will feature a special event for women's hair care.

# UpClose

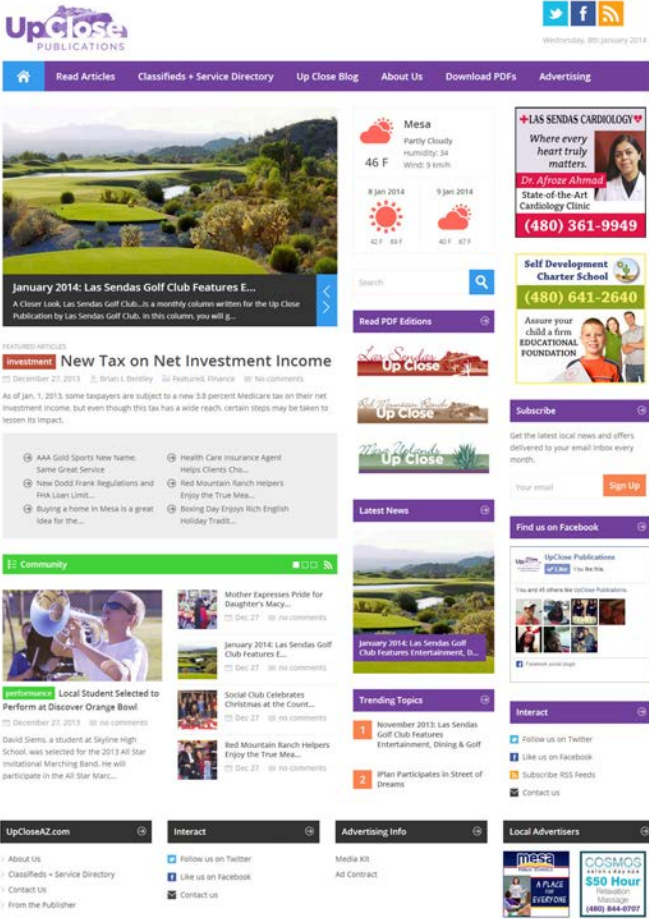
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## WEB SITE ADVERTISING



Up Close launched a new Web site in Fall 2012, 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!*