

UpClose 2016

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

Some great things can happen when you combine the best of two worlds. At Las Sendas, the new Trailhead Lifestyle Department and the new Kristha Lifestyle Department have teamed up to create a new lifestyle department.

With the new business plan and F&A management group, Jennifer and Kristha are excited about the new Trailhead Lifestyle Department and the new Kristha Lifestyle Department. They have a lot of exciting projects in the works and are excited to see how they will bring the community closer together.

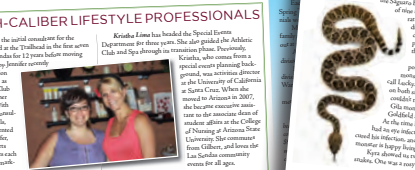


“In the past year,” Jennifer continued, “there has been a lot of excitement surrounding the department and the new Trailhead Lifestyle Department. We are excited to see how we can bring the community closer together and provide a better shopping experience for our customers.”

“We are excited to see how we can bring the community closer together and provide a better shopping experience for our customers. We are excited to see how we can bring the community closer together and provide a better shopping experience for our customers.”

Two High-Caliber Lifestyle Professionals

Jennifer Goggin was the initial coordinator for the Kristha Lifestyle Department. She has a lot of experience in the retail industry and is excited to see how she can bring the community closer together.



Kristha Lane has worked the Special Events Department for three years. She also worked at the Kristha Lifestyle Department and is excited to see how she can bring the community closer together.

PHILLY HOT POSTAL PATRON ECRWSS

PHILLY HOT POSTAL PATRON ECRWSS

Red Mountain Ranch Up Close

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

Submitted by Jen Williams, Club Pickleball Chairman and Red Mountain Ranch Social Club member. The Social Club members of the Red Mountain Ranch Social Club were invited to tour the new Community College at Red Mountain Ranch. The tour was led by the college's president, Dr. Tracy, and was a great opportunity for the club members to see the new campus and meet the staff.



The new campus is a beautiful blend of modern architecture and natural beauty. The college is located on a hillside and offers a wide range of programs and services. The Social Club members were impressed by the quality of the facilities and the dedication of the staff.



PHILLY HOT POSTAL PATRON ECRWSS

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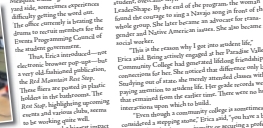
Mesa Uplands Up Close

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

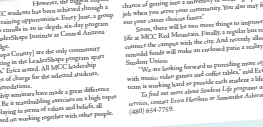
By AnnMarie Makin
 There is one person behind the scenes who is making a difference in the lives of students at Mesa Community College (MCC) at Red Mountain. It's a woman who is dedicated to providing a safe and supportive environment for all students.



Dr. Tracy, the college's president, is a woman who is dedicated to providing a safe and supportive environment for all students. She is a woman who is dedicated to providing a safe and supportive environment for all students.



The Mesa Uplands building is a beautiful blend of modern architecture and natural beauty. It offers a wide range of programs and services for students. The building is a beautiful blend of modern architecture and natural beauty.



PHILLY HOT POSTAL PATRON ECRWSS

PHILLY HOT POSTAL PATRON ECRWSS

COSMOS' STYLISTS add pizzazz to women's

By Diana Akby
 Living World Bible Church, located at 3520 E. Brown Road, is sponsoring the 2011 Phoenix Women's Conference. The conference is a great opportunity for women to learn and grow in their faith.



The stylists at Cosmos are a team of women who are dedicated to providing a safe and supportive environment for all women. They are a team of women who are dedicated to providing a safe and supportive environment for all women.



PHILLY HOT POSTAL PATRON ECRWSS

PHILLY HOT POSTAL PATRON ECRWSS

CASINO NIGHT Benefits Save the Family

Submitted by Save the Family
 The Family Foundation of Arizona, an Elmer Valley nonprofit organization, is excited to announce the 2016 Casino Night. The event is a great opportunity for families to have fun and raise money for the foundation.



The Family Foundation of Arizona is a nonprofit organization that is dedicated to providing a safe and supportive environment for all families. They are a team of people who are dedicated to providing a safe and supportive environment for all families.



PHILLY HOT POSTAL PATRON ECRWSS

PHILLY HOT POSTAL PATRON ECRWSS

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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 <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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Up Close

PUBLICATIONS

Bringing neighbors closer to their community

2016

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 frequency required.

Las Sendas Up Close

Bringing neighbors closer to their community

COSMOS' STYLISTS ADD pizzazz to women's conference

By Dawn Akley

Las Sendas is celebrating its 10th anniversary in its 10th year. To mark the occasion, the community is hosting a special event on April 7, 2016, from 9 a.m. to 12 p.m. at the Las Sendas Community Center. The event is a special occasion for the community, featuring a special event for women's conference. The event is a special occasion for the community, featuring a special event for women's conference. The event is a special occasion for the community, featuring a special event for women's conference.

LOOK AND FEEL GREAT FOR SPRING

By Deb Huhns, RN

It's almost time to say goodbye to winter and hello to spring. It's time to get ready for the warmer weather and longer days. It's time to get ready for the warmer weather and longer days. It's time to get ready for the warmer weather and longer days.

Your compassion and generosity CAN HELP CHANGE TWO LIVES

Compassion 2016 is a special event that brings together people from different backgrounds and cultures. It's a chance to give back and make a difference in the lives of others. It's a chance to give back and make a difference in the lives of others.

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 Marie

The Red Mountain Ranch Country Club is proud to host a bridal show on March 31st. The show will feature a variety of wedding services and packages. The show will feature a variety of wedding services and packages. The show will feature a variety of wedding services and packages.

Mesa Uplands Up Close

Bringing neighbors closer to their community

Self Development Charter School announces EXCITING NEWS

Self Development Charter School is excited to announce that it has been awarded the Charter School of the Year Award. This is a significant achievement for the school and its staff. This is a significant achievement for the school and its staff.

SPECIAL EVENTS BECOME SPECTACULAR at Red Mountain Ranch Country Club

By Maria McGill

The Red Mountain Ranch Country Club is hosting a special event on March 31st. The event is a special occasion for the community, featuring a special event for women's conference. The event is a special occasion for the community, featuring a special event for women's conference.

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

By Amberlye

Self Development Charter School has been awarded the Charter School of the Year Award. This is a significant achievement for the school and its staff. This is a significant achievement for the school and its staff.

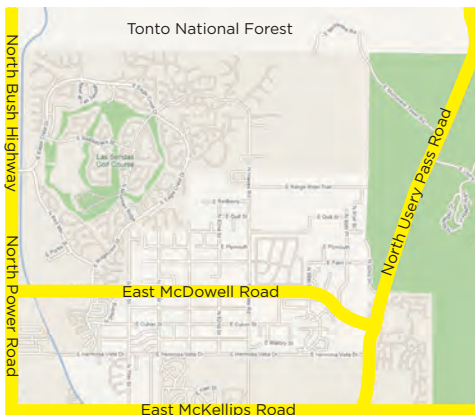
POSTAL PATRON ECRRWS

Postal Patron ECRRWS is a special event that brings together people from different backgrounds and cultures. It's a chance to give back and make a difference in the lives of others. It's a chance to give back and make a difference in the lives of others.

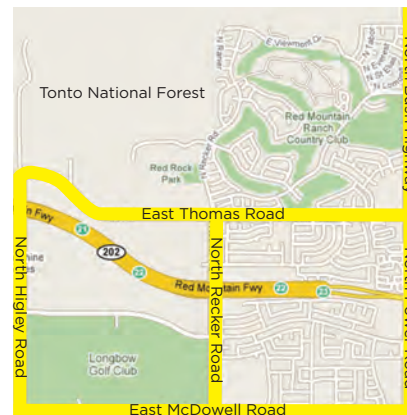
DISTRIBUTION



Las Sendas



Red Mountain Ranch



Mesa Uplands

