

# 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

**S**ome of the most successful Spring events at the Trailhead and Knolls Lakes are now in season, and a fresh new format has emerged. Las Sendas has been successful in combining the best of both worlds into one event.



With the new business plan and F&A management group, Jennifer and Kristha have created a new format for the Las Sendas event. The new format combines the best of both worlds into one event. The new format combines the best of both worlds into one event.

#### TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS

Jennifer Goggin was the initial coordinator for the Las Sendas event and worked at the Trailhead for 12 years before moving to the Knolls Lakes. Kristha has worked at the Knolls Lakes for 12 years before moving to the Trailhead. They have combined their expertise to create a new format for the Las Sendas event.



Las Sendas Golf Club has been a successful event for many years. The new format combines the best of both worlds into one event. The new format combines the best of both worlds into one event.

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### Red Mountain Ranch Up Close

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

Submitted by Jan Williams, Club Publicity Chairman and Red Mountain Social Club Secretary. The Social Club of Red Mountain Ranch Social Club was invited to tour the new Community College at Red Mountain Ranch. The tour was led by Jennifer and Kristha, who were very helpful in providing information about the college and the surrounding area.



The tour was very informative and provided a great opportunity for the Social Club members to learn more about the college and the surrounding area. Jennifer and Kristha were very helpful in providing information about the college and the surrounding area.

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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**

Submitted by AnnMarie Makin. There is one person behind the scenes who is making a difference in the lives of many students at Mesa Community College (MCC) at Red Mountain. She is Kristha, who is the Social and Leadership Coordinator for the Mesa Uplands at MCC Red Mountain.



Kristha is a dedicated professional who has been working at MCC Red Mountain for several years. She is responsible for providing social and leadership opportunities for the students at the Mesa Uplands.

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also online at [www.UpCloseAZ.com](http://www.UpCloseAZ.com)

#### CASINO NIGHT Benefits Save the Family

Mission Statement: Family homelessness is damaging to everyone it touches. Save the Family empowers families to conquer homelessness and achieve lifelong independence.

Family homelessness is damaging to everyone it touches. Save the Family empowers families to conquer homelessness and achieve lifelong independence.

Women and Stress 5  
 Self-Development Precheck-out 7  
 Custom Homes 7  
 Ethen's Run 10

Trucks Only 9  
 Las Sendas Dental Health 10  
 7 Seasonal GOS 10  
 Service Directory 15

PHOTO: U.S. POSTAGE PERMIT NO. 47 PHOENIX, AZ

POSTAL PATRON ECRWSS

PHOTO: U.S. POSTAGE PERMIT NO. 47 PHOENIX, AZ

PHOTO: U.S. POSTAGE PERMIT NO. 47 PHOENIX, AZ

## 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,

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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# 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 7th from 9:00 am to 1:00 pm. The event is a special luncheon and networking opportunity for women in the community. The event is a special luncheon and networking opportunity for women in the community. The event is a special luncheon and networking opportunity for women in the community.

### 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 out there and enjoy the outdoors. It's time to get out there and enjoy the outdoors. It's time to get out there and enjoy the outdoors.

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

Compassion 2011 is a special event that brings together people from all walks of life to support a good cause. It's a chance to make a difference in the lives of others. It's a chance to 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. The show is a special event that brings together people from all walks of life to support a good cause. It's a chance to make a difference in the lives of others. It's a chance to make a difference in the lives of others.

### 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 great achievement for the school and its staff. This is a great 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 proud to host a special event. The event is a special event that brings together people from all walks of life to support a good cause. It's a chance to make a difference in the lives of others. It's a chance to make a difference in the lives of others.

### 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 great achievement for the school and its staff. This is a great achievement for the school and its staff.

### POSTAL PATRON ECRRWS

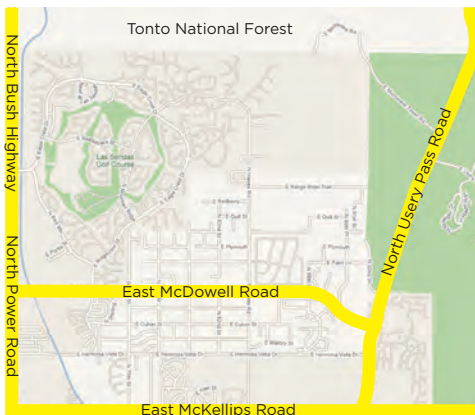
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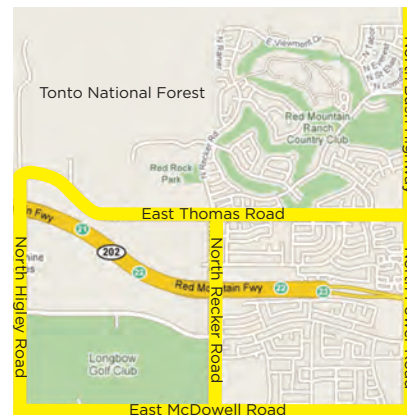
## DISTRIBUTION



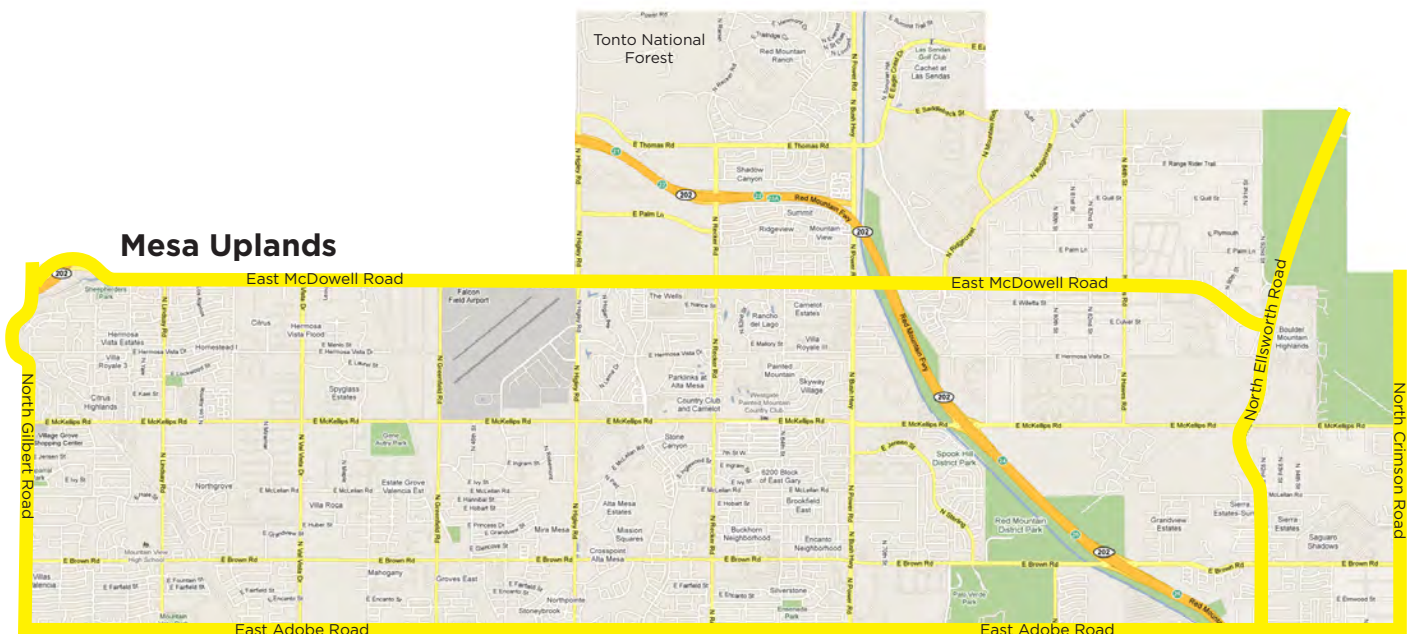
**Las Sendas**



**Red Mountain Ranch**

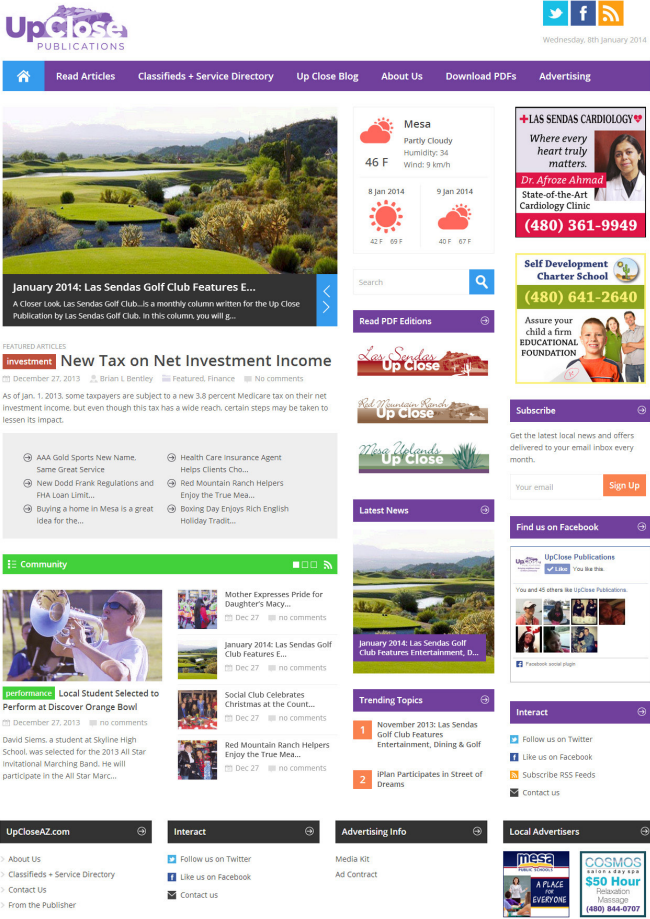


**Mesa Uplands**





## WEB SITE ADVERTISING



UpCloseAZ.com features online stories and business profiles, downloadable PDFs, and much more. With thousands of visits every month, advertising on our Web site can be a powerful tool for your business.

By regularly adding to our online content and by utilizing social networks like Facebook and Twitter, our online presence is growing steadily. As an online advertiser, your company will gain front page exposure, as well as featured posts on Facebook!

Join us in bringing neighbors closer to their communities by advertising online. For more information, call (480) 748-1127.

*Monthly statistics will be provided regarding how many times your ad has been viewed, and how many people have visited your company's website 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!