NEW TRAILHEAD LIFESTYLE DEPARTMENT

By AnnElise Makin

director at the Trailhead and benefit to the whole community. Jennifer said. "Of these, 120 were non-members." For a Athletic Club and worked at the Trailhead in the first seven who has a degree in sports tancy, she served hospitals, abley positive vibes. "At first, people only wanted to take advantage of the Jennifer Graffi ce Phillips West well, and was activities director under the new model, Jennifer and Kristha not only have now turned our focus on the positive aspect complement each other."

"In the past years," Jennifer continued, "there have been restructured. Monthly memberships (without a $98 (families). Substantial savings are offered with annual $158 (families). Kristha has always been on board with unlimited membership."

"People have been extremely positive and happy about the changes," Jennifer said. "It's great to see the community benefit from these changes."

"The new model is really working well," Kristha said. "People are really enjoying the new changes and it's been a positive experience for everyone."
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

### Las Sendas
- **Distribution**: 4,000
- **Average Household Income**: $104,043
- **Median Household Income**: $81,463
- **Median Age**: 37
- **Median Age Adult**: 46
- **Male**: 50.54%
- **Female**: 49.46%

### Red Mountain Ranch
- **Distribution**: 3,400
- **Average Household Income**: $101,758
- **Median Household Income**: $79,590
- **Median Age**: 37
- **Median Age Adult**: 45
- **Male**: 50.55%
- **Female**: 49.45%

### Mesa Uplands
- **Distribution**: 5,800
- **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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To view articles or download PDFs, visit www.UpCloseAZ.com.
Charter Schools Association. The school can proudly announce we are expanding our facility to add two more set of students to monitor their progress. Recently, Self Development received the Charter Schools Association, the school can proudly announce we are expanding our facility to add two more set of students to monitor their progress. Recently, Self Development received the E. Brown Road, is coordinating the 2011 Phoenix, AZ

In This Issue

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

Las Sendas Dental Health

Youth can benefit from science and technology education in Arizona by the School Digger Web site in 2009, has reached capacity and is looking to add more classrooms. Although the Arizona Department of Education.

PHOENIX, AZ

In This Issue

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 schedule required.
**RATES**

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<th>SIZE</th>
<th>BLACK &amp; WHITE</th>
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<td>3x</td>
<td>6x</td>
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<tr>
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<tr>
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<td>385</td>
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<tr>
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*Rates above reflect a monthly rate per newspaper with discounts given for six and 12 month contracts.*

**SIZES**

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<td>5” x 3.5”</td>
<td>5” x 7.375”</td>
<td>5” x 3.5”</td>
<td>10.25” x 3.5”</td>
<td>10.25” x 3.5”</td>
<td>Full Page</td>
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**DEADLINES:** The deadline for Las Sendas, Red Mountain Ranch, and Mesa Uplands is the 10th of the month. Newspapers are published the first week of the month.

**DESIGN REQUIREMENTS:** Up Close only accepts PDF files in the X-1A/X-4 format. Images must be CMYK or Grayscale with resolution of 300 dpi. Camera-ready ads will not receive proof unless requested. Euro ad changes during contract period are unacceptable except for expiration date or discount amount.

**AD DESIGN:** Up Close will gladly assist in your ad production. Charges include the initial design and two rounds of revisions.

- Euro: $35
- 1/3 page: $60
- 1/8 page & 1/6 page: $35
- 1/2 page: $75
- 1/4 page: $50
- Full page: $100

Additional charges apply for full page placement on the back cover or center spread. E-mail copy, art and photos to Publisher@PhillipsWest.com.

**LINE CLASSIFIED:** The rate for business and services plus general classifieds is $30 for 30 words or less. Each additional word is 25 cents. Borders are $3 and logos can be added for $5. Must be paid in advance.

**SERVICE DIRECTORY:** The rate for Service Directory ads is $50 per month per newspaper. Ads must run for a minimum of three months and must be paid in full before printing. One time set-up and design fee is $35. Only minor changes will be allowed. Advertiser is responsible for notifying publisher of any changes. Service Directory ads must run for a minimum of three consecutive months and must be prepaid.

**BILLING:** Las Sendas, Red Mountain Ranch, and Mesa Uplands – Paid in full first month before ad prints and due by the first of the month thereafter. Rates do not include City of Mesa sales tax. Please add 1.75% sales tax to the above listed rates. Invoices will be e-mailed to advertiser unless prior arrangements have been made.

**DISTIBUTION:** Mailed to 3,844 Las Sendas, 3,316 Red Mountain Ranch, and 5,692 Mesa Uplands residents. Circulation 13,200.
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!