By AnnElise Makin

Events Planning sections have been synergistically combined together to Training Contest at the Trailhead Athletic Club (TAC) and Spa,” Jennifer reported. On the job for only a short so involved, they proactively sought out the supportive

TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS worked for the Superstition Mountains Country Club as who has a degree in sports resancy, she served hospitals, was the initial consultant for the

invigorating prospects of their new plan. Directors are geared toward building community partners. To support each others’ events,” said Jennifer. “One reason

Some newcomers, Jennifer agrees, may likely join the

Kristha Lima

moved to Arizona in 2007, tant to the associate dean of

m

Las Sendas community was the initial consultant for the

ECRWSS

TRAINING RESULTS

coaches, monitors and supports the exercise of weight loss and shape-up goals. The Fitness Center provides goals in teamwork.

Spring Training competition. Some of the testimo-

W arrior Dash, and lost six pounds (3 percent body fat).” The athletic community is much attached to support each others’ events,” said Jennifer. “One reason

Kristha is the planning and organizing guru,”

had the run of the gym and training area. Jennifer says, “It’s hard to believe Kris has been in Arizona only a short time. She

The partnership is a win-win situation for everyone,”

Kyra said the terrarium is the showcase for

said Jennifer. “In that way, our personalities totally

The leadership seminars have made a great diff

is Gila monster was found in the

PERMIT #4460

We started our tour of the community

Snakes. One was a rosy boa named Lovey.

and classrooms.

“Poisonous was a Gila diamondback rattler. She

Diamondback Rattlesnake, and a blacksnake. Most are kept in a cage, but one remains free in the

social insects. Most of the venomous snakes native to Arizona are kept in a terrarium. A few are kept in a cage. The
damaging to everyone it

saw the Life Sciences Division, hit all of her goals. She ran Pat’s Run and

COSMOS’ STYLISTS add pizzazz to women’s conference

The students are presented with a variety of animal species.

positive momentum in the new Lifestyle

“Dancing-with-the-Stars”

remodel funds will make an enclosed patio a reality for the

student clubs of various kinds residing at

“The dance floor was just too much,” says Erica.

Here is one person behind the donuts serving as

Once you’ve been to a casino night, you come back

s

As the session drew to a close, we discussed the

The success of the Casino Night was due in large

Mesa Uplands Up Close

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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.

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

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

Average Household Income $104,043
Median Household Income $81,463
Median Age 37
Median Age Adult 46
Male 50.54%
Female 49.46%

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

Average Household Income $101,758
Median Household Income $79,590
Median Age 37
Median Age Adult 45
Male 50.55%
Female 49.45%

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

Average Household Income $146,018
Median Household Income $114,285
Median Age 36
Median Age Adult 46
Male 50.91%
Female 49.09%

Up Close can also be found online at www.UpCloseAZ.com
Read articles, download PDFs, and more!
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 Planning

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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* Rates above reflect a monthly rate with discounts given for three, six and 12 month contracts.

SIZES

- 1/8H 5” x 3.5”
- 1/8H 5” x 3.5”
- 1/4H 10.25” x 3.5”
- 1/2H 10.25” x 7.375”
- 1/4V 5” x 7.375”
- 1/4V 5” x 3.5”
- 1/6V 3.25” x 7.375”
- 1/3SQ 6.75” x 7.375”

SPECs

- DEADLINES: The deadline for Las Sendas, The Groves, and Mesa Uplands is the 10th of the month. Publications 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 $150 per month for a business card size, or $300 a month for a full space across the page. 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.
- BILLING: Las Sendas, The Groves, 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 2% sales tax to the above listed rates. Invoices will be e-mailed to advertiser unless prior arrangements have been made.
- DISTRIBUTION: Direct mailed to approximately 3,600 Las Sendas, 4,600 The Groves, and 7,000 Mesa Uplands residents. Delivered to community centers, real estate offices, schools, churches and businesses in Northeast Mesa.
Las Sendas

Red Mountain Ranch

Mesa Uplands

DISTRIBUTION
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!