

UpClose

PUBLICATIONS

Las Sendas Up Close

Bringing neighbors closer to their community
NEW TRAILHEAD LIFESTYLE DEPARTMENT
 Combines Synergies with Jennifer and Kristha

By AnnEllie Makin
Special Events Editor
 Las Sendas Lifestyle Department at the Trailhead and Knolls Lakes is now in its second year, and it's been a success story. With the new business plan and F&A management group, Jennifer and Kristha have created a vibrant atmosphere, a fresh new look, and a team that is committed to excellence. The new Trailhead Lifestyle Department and Special Events Planning services have been integrated into the Lifestyle Department. Jennifer and Kristha's special events planning services offer a variety of community events and parties.

Some of the most successful events of the year include the Spring Tennis Tournament at the Trailhead Athletic Club (TAC) and the Special Events Planning. The job for each of these events was to create a fun and exciting atmosphere for all attendees. Jennifer and Kristha's special events planning services offer a variety of community events and parties.

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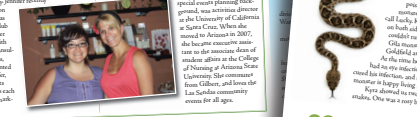


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TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS

Jennifer and Kristha have both worked at the Las Sendas for 12 years, and they are now in their second year at the Trailhead Lifestyle Department. Jennifer and Kristha's special events planning services offer a variety of community events and parties.

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PHILLY HOT POSTAL PATRON ECRWSS

Las Sendas Golf Club
 Sun River Tasting
 Bridges Preschool
 Fabrics

PHILLY HOT POSTAL PATRON ECRWSS

Red Mountain Ranch Up Close

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

Submitted by Jan Williams, Club Publicity Chairman and Red Mountain Club Secretary

The Red Mountain Club was proud to host a social club tour of the Community College at Red Mountain. The tour was led by Jennifer and Kristha, who provided a comprehensive overview of the college's facilities and programs. The tour was a great success, and we look forward to future events.

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COSMOS' STYLISTS add pizzazz to women's club

The Cosmos' Stylists are a group of talented women who provide a variety of services to the women's club. They offer a wide range of services, including hair styling, makeup, and more. The Cosmos' Stylists are a great resource for all women's club members.

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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 AnnEllie Makin

There is one person behind the desks writing in the morning papers at Mesa Community College (MCC) at Red Mountain while also offering a variety of services to the community. This person is a student leader who provides a variety of services to the community.

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CASINO NIGHT Benefits Save the Family

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



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also online at
www.UpCloseAZ.com

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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, Mountain Bridge 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, churches, and charities in our three Up Close publications: Las Sendas, Mesa Uplands and The Groves.

Up Close is direct mailed to more than 14,000 households, and is also delivered to area schools, restaurants and businesses. We reach an average of 75,000 readers every month, including on the web at UpCloseAZ.com, and through our social media and email marketing campaigns.

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 online display.

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, email publisher@phillipswest.com, or complete the contact us form on the website, UpCloseAZ.com.




With gratitude,

A handwritten signature in black ink, appearing to read 'Kim Phillips', written over a horizontal line.

Kim Phillips
Publisher
Phillips West/UpClose Publications



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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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 schedule required.

Las Sendas Up Close

Bringing neighbors closer to their community

COSMOS' STYLISTS ADD pizzazz to women's conference

By Dawn Akley
 I'm sure you've seen the women's conference at the Las Sendas Community Center, scheduled for April 7 through 9. Developed specifically for women, the event is a great opportunity for women to connect with other professionals, network, and learn about the latest in women's fashion. A special luncheon is featured on the first day, and a special reception is held on the second day. The conference is a great opportunity for women to connect with other professionals, network, and learn about the latest in women's fashion. A special luncheon is featured on the first day, and a special reception is held on the second day. The conference is a great opportunity for women to connect with other professionals, network, and learn about the latest in women's fashion. A special luncheon is featured on the first day, and a special reception is held on the second day.

Red Mountain Ranch Up Close

Bringing neighbors closer to their community

LOOK AND FEEL GREAT FOR SPRING

By Deb Huhls, 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. Here are some tips to help you look and feel your best for the new season. Get on a good daily exercise routine with a variety of activities. Keep your immune system healthy with a variety of vitamins and minerals. Stay hydrated. Get plenty of rest. Eat a healthy diet. These are some of the best ways to look and feel your best for the new season.

Las Sendas Up Close

Bringing neighbors closer to their community

Your compassion and generosity CAN HELP CHANGE TWO LIVES

Compassion is a powerful force that can change the world. It is the ability to understand and share the feelings of another. It is the ability to be kind and helpful to others. It is the ability to be generous and to share what you have. It is the ability to be a good neighbor. It is the ability to be a good citizen. It is the ability to be a good person. It is the ability to be a good human being. It is the ability to be a good neighbor. It is the ability to be a good citizen. It is the ability to be a good person. It is the ability to be a good human being.

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's 2011 Bridal Show was a spectacular event. It featured a variety of wedding spots, including the clubhouse, the gazebo, and the outdoor pavilion. The show was a great opportunity for brides to see the club's facilities and to meet with the club's wedding coordinator. The show was a great success, and it was a pleasure to be a part of it.

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 honor and a testament to the school's commitment to excellence. The school has a variety of programs and activities that are designed to help students reach their full potential. The school is a great place for students to learn and grow.

Red Mountain Ranch Up Close

Bringing neighbors closer to their community

SPECIAL EVENTS BECOME SPECTACULAR at Red Mountain Ranch Country Club

By Maria McGill
 The Red Mountain Ranch Country Club's special events are always spectacular. From the annual golf tournament to the holiday parties, the club's events are a great way to enjoy the outdoors and to have fun. The club's events are a great way to enjoy the outdoors and to have fun. The club's events are a great way to enjoy the outdoors and to have fun. The club's events are a great way to enjoy the outdoors and to have fun.

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POSTAL PATRON ECRRWS

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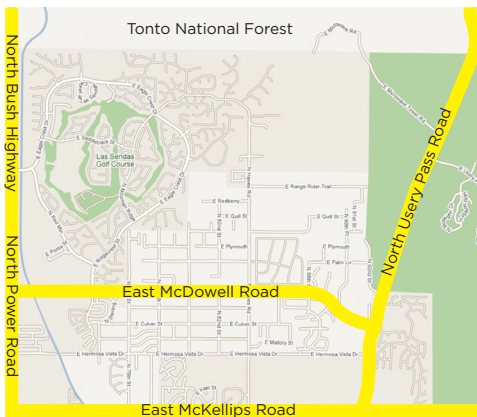
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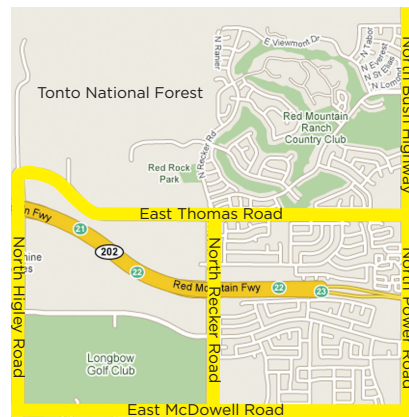
DISTRIBUTION



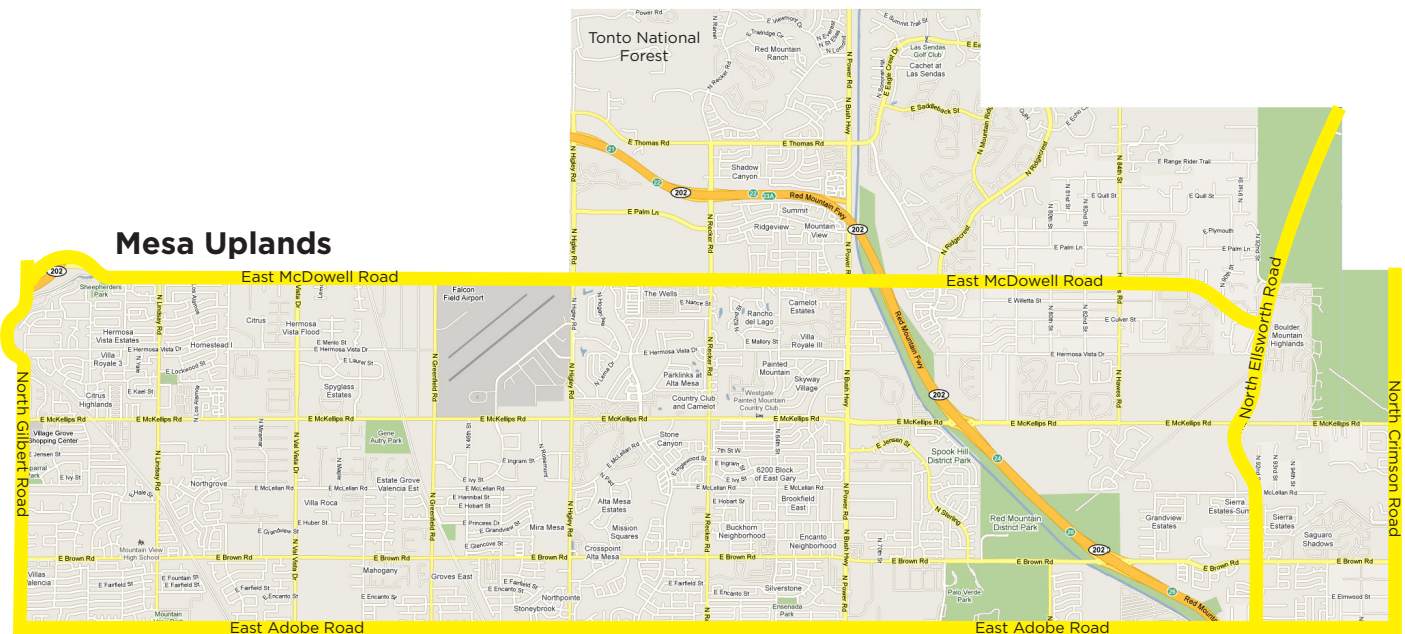
Las Sendas



Red Mountain Ranch



Mesa Uplands



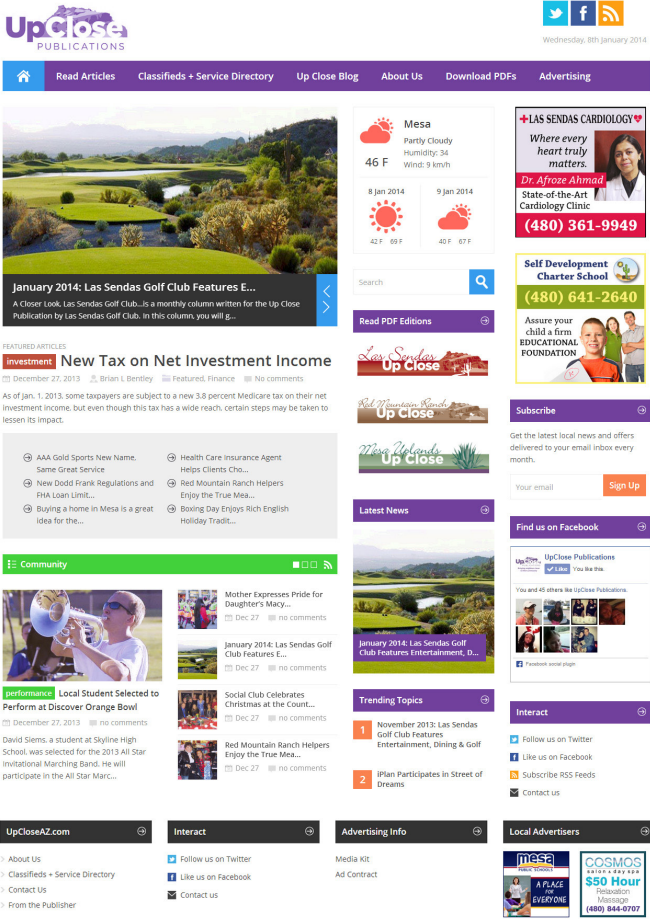
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WEB SITE ADVERTISING



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!