

UpClose 2011

PUBLICATIONS

Las Sendas Up Close

Bringing neighbors closer to their community

July 2010

Young Las Sendas cyclist breaks from the pack

By Ann Elise Maki

David Hines, a 16-year-old Las Sendas resident, was out on his bicycle on the morning of July 11, 2010, riding on the open road in his neighborhood. He was riding with a group of about 15 other cyclists, many of whom were from the Las Sendas area. They were riding on the open road in his neighborhood, and he was riding with a group of about 15 other cyclists, many of whom were from the Las Sendas area.

Red Mountain Ranch Up Close

Bringing neighbors closer to their community

October 2010

Family Legacy of Tires Continues Through Customer Trust and Great Service

By Julie Rowe

At Red Mountain Ranch, the family legacy of tires continues through customer trust and great service. The company has been in business for over 50 years, and it has built a reputation for quality and reliability. The company's commitment to customer service is a key factor in its success.

Which running shoe is right for me?

Submitted by Ivor Gear Sports

As a runner, you know your feet are your best friends. Choosing the right running shoe is crucial for preventing injuries and maximizing performance. There are many factors to consider when selecting a shoe, including your foot type, running style, and the terrain you'll be running on.

Sell it, Red Mountain Garage

Submit by Red Mountain Garage

Looking to sell your car or truck? Red Mountain Garage offers a convenient and secure way to sell your vehicle. Our experienced staff will help you determine the best price for your vehicle, and we'll handle all the paperwork for you.

Mesa Uplands Up Close

Bringing neighbors closer to their community

September 2010

Mesa company makes plastic bottles disappear—naturally

By Ann Elise Maki

Mesa Uplands is a company that specializes in recycling plastic bottles. Their innovative process allows them to take used plastic bottles and turn them into a valuable resource. This not only helps reduce waste but also creates a sustainable source of raw materials for other industries.

Phillips Vici

POSTAL PATRON ECRWSS

PHILLY 1000
PHILLY 1000
PHILLY 1000

Check out the Garage Sale Coupon ON PAGE 6!

Red Mountain Garage

ENSO BOTTLES FOR A HEALTHIER EARTH

ENSO bottles are made from 100% recycled plastic. They are a sustainable and eco-friendly choice for your next purchase. By choosing ENSO, you're helping to reduce the amount of plastic waste that ends up in landfills.

In This Issue

Opposite: Wildfire Ranch Ranches
Scott's Knott Theaters
Market Report

In This Issue

Anti-Aging Institute
Big on the Curve
Las Sendas Dental Health

MARKETING FOR A CLEANER EARTH

Startling up ENSO

Startling up ENSO is a company that specializes in recycling plastic bottles. Their innovative process allows them to take used plastic bottles and turn them into a valuable resource. This not only helps reduce waste but also creates a sustainable source of raw materials for other industries.

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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 14,000 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 ad is more effective in an Up Close publication versus a less connected direct mail piece of ads of 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 - 3,400 3,289 direct mailed to local residents and business owners. 111 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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Median Household Income	\$81,463													
Median Age	37													
Median Age Adult	46													
Male	50.54%													
Female	49.46%													
 <p><i>Red Mountain Ranch</i> Up Close</p>	<p>Distribution - 3,100 3,007 direct mailed to local residents and business owners. 93 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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Female	49.45%													
 <p><i>Mesa Uplands</i> Up Close</p>	<p>Distribution - 8,000 7,855 direct mailed to local residents and business owners. 145 copies delivered to area schools, clubs and businesses. Gilbert and Greenfield Roads, Brown and McKellips Roads, Northeast Mesa. Zip codes: 85203, 85205, 85207, 85213, 85215</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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UpClose can also be found online at

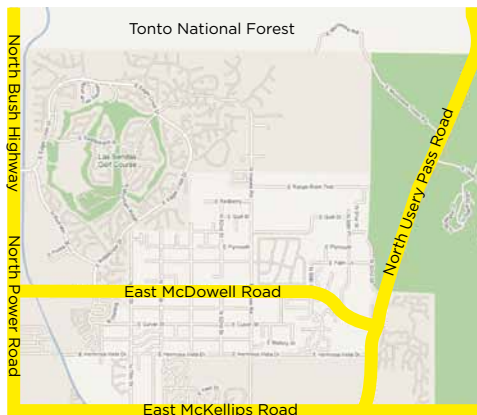
www.UpCloseAZ.com

Read articles, download PDFs, and more!

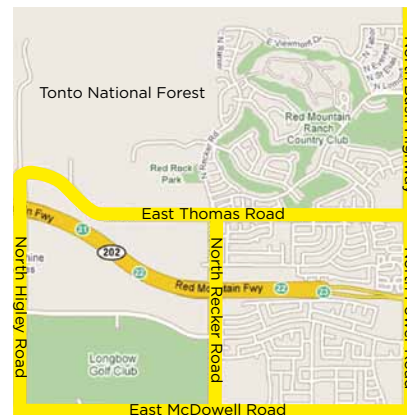
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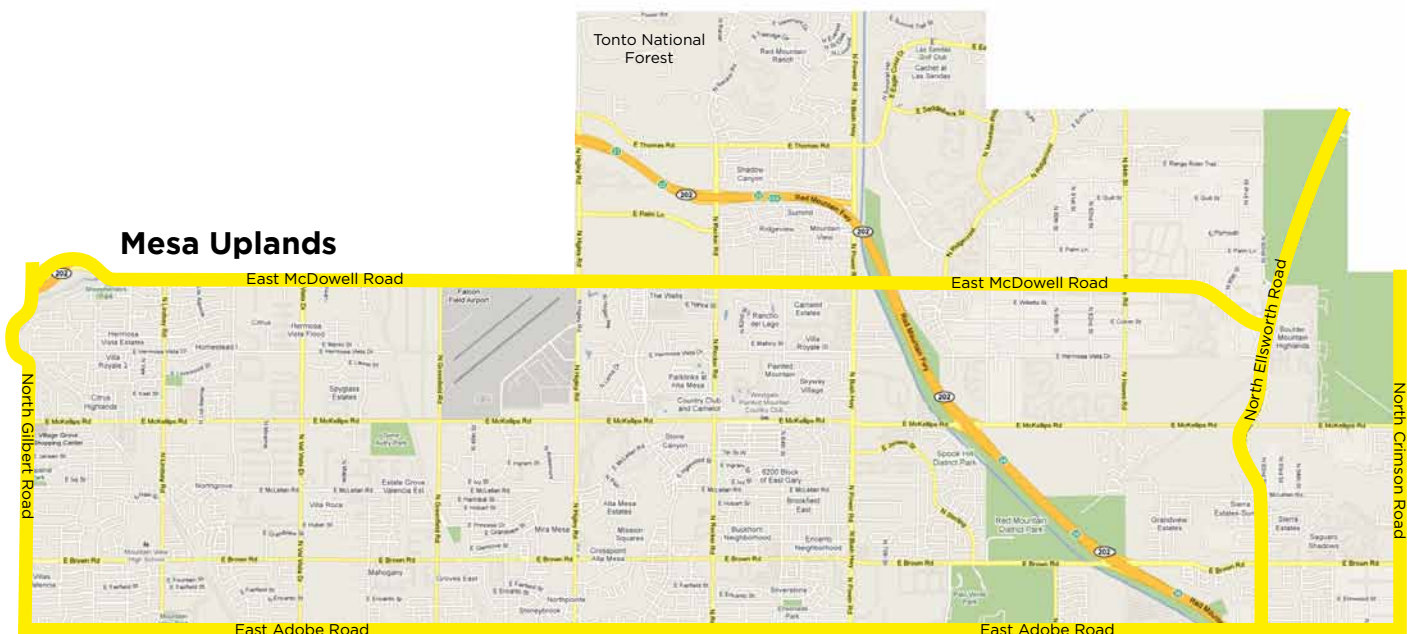
Las Sendas



Red Mountain Ranch



Mesa Uplands



Up Close

PUBLICATIONS

Bringing neighbors closer to their community

2011

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

Las Sendas Up Close

February 2011

Bringing neighbors closer to their community

TRUCKS ONLY ISN'T ONLY TRUCKS

By Dawn Abbey

If you're looking for a great, well-used truck or SUV, you've come to the right place. Trucks Only, Inc. is a family-owned and operated business that has been serving the Las Sendas community for over 15 years. The store is located at 1500 W. Apache Trail, just west of Mountain Bridge. Trucks Only is a family-owned and operated business that has been serving the Las Sendas community for over 15 years. The store is located at 1500 W. Apache Trail, just west of Mountain Bridge. Trucks Only is a family-owned and operated business that has been serving the Las Sendas community for over 15 years. The store is located at 1500 W. Apache Trail, just west of Mountain Bridge.



Red Mountain Ranch Up Close

January 2011

Bringing neighbors closer to their community

BRING IN THE NEW YEAR WITH A COSMOS FACIAL

By Dawn Abbey

The holidays have taken their toll... a few extra pounds, some stress, and a few more wrinkles. It's time to bring in the new year with a fresh, glowing complexion. At Sweet Repeats, we offer a special Cosmos Facial to help you start the new year on a clean, clear, and radiant note. The facial includes a deep cleanse, exfoliation, and hydration, leaving your skin feeling soft and smooth. It's the perfect way to refresh your skin and get ready for the new year.



Mesa Uplands Up Close

December 2010

Bringing neighbors closer to their community

TRI 2B FIT TACKLES PHYSICAL, PSYCHOLOGICAL FACTORS OF WEIGHT LOSS AND FITNESS

By Dawn Abbey

Weight loss is a goal for many people, but it can be a challenging journey. At Tri 2B Fit, we understand the physical and psychological factors that can hinder progress. Our program focuses on both physical fitness and mental well-being, providing a holistic approach to weight loss. Through a combination of exercise, nutrition, and support, we help our clients achieve their goals and build a healthy, sustainable lifestyle.



Red Mountain Florist Helps you Decorate for the Holidays

By Dawn Abbey

The holidays are here, and it's time to decorate your home with beautiful flowers. Red Mountain Florist offers a wide variety of seasonal arrangements, from classic red and white roses to vibrant, colorful bouquets. Our expert florists are skilled in creating custom designs that perfectly match your taste and theme. Visit us today to see our latest creations and place your order for the holidays.



In This Issue

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Out with the old and in with the new at SWEET REPEATS

By Dawn Abbey

It's time to say goodbye to the old and hello to the new. At Sweet Repeats, we offer a variety of services to help you refresh your home and wardrobe. From home decor to fashion accessories, we have everything you need to update your style. Our experts can provide personalized advice and recommendations to help you make the most of your budget. Visit us today to see our latest arrivals and place your order.



In This Issue

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