

UpClose 2012

PUBLICATIONS

Las Sendas Up Close

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

By AnnMarie Makin
Las Sendas has been a trailblazer in the community, offering a wide variety of services to its members. The new Trailhead Lifestyle Department, combining the talents of Jennifer and Kristha, is a testament to the company's commitment to excellence. This new department will offer a wide range of services, including fitness, dining, and retail, all designed to enhance the member experience. Jennifer and Kristha bring with them a wealth of experience and a passion for service, ensuring that every member's needs are met with the highest quality. The new department is a reflection of Las Sendas's dedication to providing a comprehensive and personalized lifestyle experience for its members.



Some members, Jennifer estimated, "there has been a lot of support" regarding the department and the new Trailhead Lifestyle Department. The addition of this new department is a significant step for Las Sendas, demonstrating its commitment to providing a comprehensive lifestyle experience for its members. Jennifer and Kristha's expertise and passion for service will be instrumental in making this new department a success. The new Trailhead Lifestyle Department is a testament to Las Sendas's dedication to providing a comprehensive and personalized lifestyle experience for its members.

TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS
Jennifer and Kristha are the newest additions to the Trailhead Lifestyle Department. Jennifer, with her extensive experience in the fitness industry, and Kristha, with her background in retail and customer service, bring a wealth of expertise to the new department. Together, they will work to provide members with a high-quality lifestyle experience that meets their individual needs. The new Trailhead Lifestyle Department is a testament to Las Sendas's commitment to providing a comprehensive and personalized lifestyle experience for its members.



In This Issue
Las Sendas Golf Club
Sun River Tasting
Bridges Preschool
Fanciers'



In This Issue
Dinner Byword
Golf Shots
Save the Family
Country Club

Red Mountain Ranch Up Close

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

Submitted by Jim Williams, Club Policy Chairman and the Community Club Secretary
The Social Club of Red Mountain Ranch held its 2011 Community College tour on Monday, April 11th. The tour was led by Club Secretary Jim Williams and was a great success. The tour included a visit to the Community College at Red Mountain Ranch, where we met with the faculty and staff. We also had a picnic at the college, which was a very enjoyable experience. The tour was a great opportunity for us to learn more about the college and to meet with the faculty and staff. We were very impressed with the quality of the education and the facilities at the college. We will be sure to continue to support the college in the future.



Fab Trails
The Social Club of Red Mountain Ranch held its 2011 Community College tour on Monday, April 11th. The tour was led by Club Secretary Jim Williams and was a great success. The tour included a visit to the Community College at Red Mountain Ranch, where we met with the faculty and staff. We also had a picnic at the college, which was a very enjoyable experience. The tour was a great opportunity for us to learn more about the college and to meet with the faculty and staff. We were very impressed with the quality of the education and the facilities at the college. We will be sure to continue to support the college in the future.

COSMOS' STYLISTS add pizzazz to women's
The Cosmos' Stylists are a group of talented women who provide a wide range of services to their members. They offer a variety of services, including hair styling, makeup, and nail care. They are all highly skilled and experienced, and they provide a high-quality service to their members. The Cosmos' Stylists are a great addition to the community, and they are sure to continue to provide a high-quality service to their members in the future.



In This Issue
Dinner Byword
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Mesa Uplands Up Close

Bringing neighbors closer to their community
GOLFER PREFERS TO FOCUS Only on His Golf Handicap

By Julie Brown
Jerry, a 65-year-old golfer, is a member of the Mesa Uplands Golf Club. He has been playing golf for over 30 years and has a deep passion for the sport. Jerry is a dedicated golfer who spends a significant amount of time on the golf course. He is always looking for ways to improve his game and to reduce his handicap. Jerry is a very competitive golfer and is always looking for ways to challenge himself. He is a great example of a dedicated golfer who is always striving for improvement.



BIKE, BIRDIE AND BID FOR INJURED MARINE FUND
The Injured Marine Fund is a charitable organization that provides financial assistance to injured veterans and their families. The fund was established in 1982 and has since provided financial assistance to thousands of veterans and their families. The fund is a great resource for injured veterans and their families, and it is a testament to the generosity of the community. The fund is a great example of a charitable organization that is dedicated to helping those in need.



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also online at
www.UpCloseAZ.com

Go UpClose



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



RATE SHEET

RATES

SIZE	BLACK & WHITE			FULL COLOR			
	FREQUENCY	3x	6x	12x	3x	6x	12x
Full Page		\$705	641	604	860	782	736
1/2 Page		\$424	385	363	579	526	495
1/3 Page Square		\$359	326	306	512	465	438
1/4 Page		\$282	256	241	385	350	329
1/6 Page		\$219	199	191	321	292	279
1/8 Page		\$142	129	121	244	222	209
Euro		\$70	64	59	173	157	147

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

SIZES



SPECS

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.

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

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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Median Age Adult	46													
Male	50.54%													
Female	49.46%													
 <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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UpClose can also be found online at

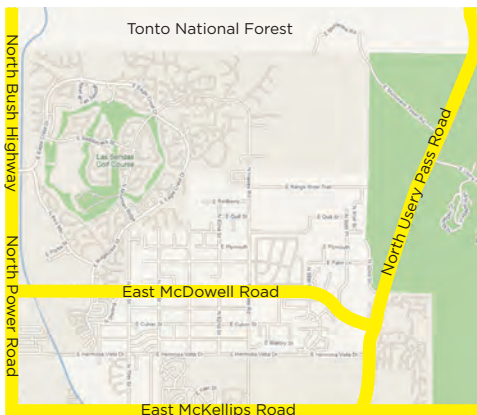
www.UpCloseAZ.com

Read articles, download PDFs, and more!

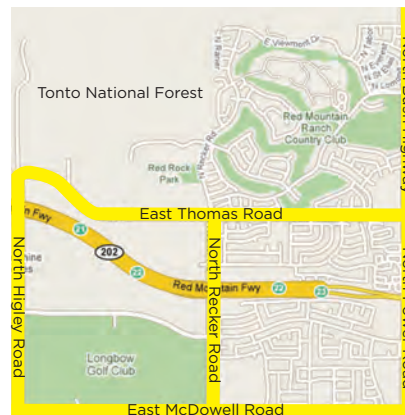
DISTRIBUTION



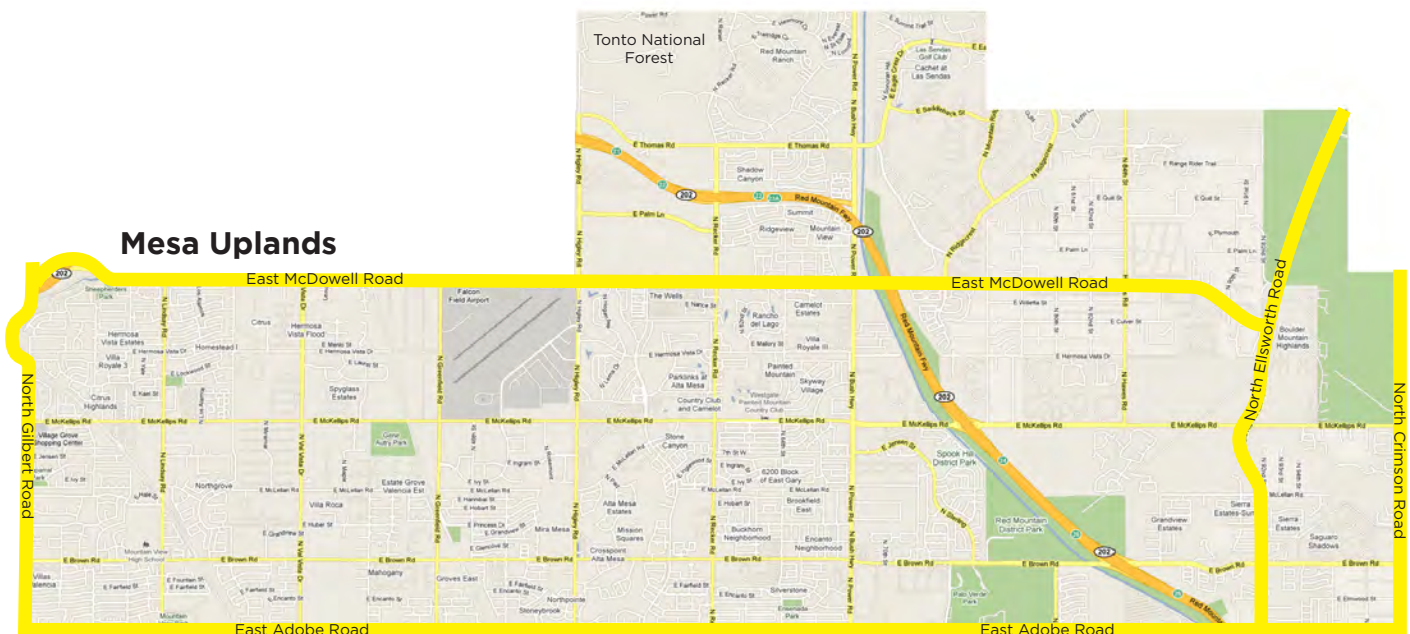
Las Sendas



Red Mountain Ranch



Mesa Uplands



Bringing neighbors closer to their community

2012

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 and required.

Las Sendas Up Close

Bringing neighbors closer to their community

COSMOS' STYLISTS ADD pizzazz to women's conference

By Dawn Akley

It's time to get ready for the 2011 International Women's Conference, scheduled for April 7 through 10, at the Hyatt Regency Phoenix. The event is open to all women, regardless of their profession, and is a special opportunity for women to network and learn from each other. The conference is a great way to connect with other women in your industry and to learn from the experts. The conference is a great way to learn from the experts and to network with other women in your industry. The conference is a great way to learn from the experts and to network with other women in your industry.

Red Mountain Ranch Up Close

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LOOK AND FEEL GREAT FOR SPRING

By Deb Huhns, RN

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Las Sendas Up Close

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Your compassion and generosity CAN HELP CHANGE TWO LIVES

Compassion is a great way to help others. It is a great way to help others and to make a difference in their lives. It is a great way to help others and to make a difference in their lives. It is a great way to help others and to make a difference in their lives.

Red Mountain Ranch Up Close

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Bridal Show Features Red Mountain Ranch COUNTRY CLUB'S PERFECT WEDDING SPOTS

By Angie Makin

The Red Mountain Ranch Country Club is a great place to get married. It is a great place to get married and to have a great wedding. It is a great place to get married and to have a great wedding. It is a great place to get married and to have a great wedding.

Mesa Uplands Up Close

Bringing neighbors closer to their community

Self Development Charter School announces EXCITING NEWS

Self Development Charter School is a great place to learn. It is a great place to learn and to grow. It is a great place to learn and to grow. It is a great place to learn and to 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 is a great place to have a special event. It is a great place to have a special event and to have a great time. It is a great place to have a special event and to have a great time. It is a great place to have a special event and to have a great time.

Las Sendas Up Close

Bringing neighbors closer to their community

Self Development's Performance Wins CHARTER SCHOOL OF THE YEAR AWARD

Self Development Charter School is a great place to learn. It is a great place to learn and to grow. It is a great place to learn and to grow. It is a great place to learn and to grow.

Red Mountain Ranch Up Close

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POSTAL PATRON ECRRWS

Red Mountain Ranch Country Club is a great place to have a special event. It is a great place to have a special event and to have a great time. It is a great place to have a special event and to have a great time. It is a great place to have a special event and to have a great time.