

## "Living 50 Plus" Gets a Local Touch

Sunrise Printing & Publishing, Inc., Michigan  
Ogemaw County Herald, Oscoda County Herald and Arenac County Independent



By adding stories of their own to Metro's "Living 50 Plus" Templated Special Section, the team at Sunrise Printing & Publishing created a unique special section tailored to their area's senior market. The project titled "Reflections" included advice-driven articles written by local experts and staff-written features focused on local seniors, alongside copyright-free stories from Metro. General Manager Jenni Grezeszak reports that the section worked out well for their publications with relevant topics for audience and advertisers.



Metro's Templated Special Sections (TSS) are available by subscription or for purchase by individual title. For more information, call 800.223.1600 or email [service@metro-email.com](mailto:service@metro-email.com).

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