



The Peer-Reviewed Management Source for Lab Professionals since 1969

COME GROW WITH US!

50 years of print ... and a brand-new website

MLO's new website offers a monthly audience of 54,822* users and growing! Large intuitive ads resize seamlessly from desktop to tablet to mobile for the most impact and impressions.

CPM rates are now available!

Target your audience by channel including:
Information Technology, Diagnostics, Molecular, Disease, or
Management. Check us out at MLO-online.com!



* Google Analytics: Mar 2019

JUNE EDITORIAL PRINT PREVIEW

- **CONTINUING ED FEATURE:** Cardiac Biomarkers
- Chemistry
- Revenue Cycle Management | Reimbursement
- Polymerase Chain Reaction (PCR)
- Hematology
- Cleaning the Lab | Detoxification
- **MLO Exclusive Molecular Diagnostics Series:**
Quantitative Trait Loci – Uncovering Genes for a Continuously Variable Trait
- **FREE PRODUCT FOCUS:** Analyzers
To submit content for article: Imoynihan@mlo-online.com

Media Kit

Editorial Calendar

Print Rates

Lead Generation

Web Rates & Specs

Why MLO

Terms & Conditions

Contacts

FULL PAGE PRINT BONUS: Full-page advertisers receive a FREE Clinical Spotlight ad in print and the digital edition.

Just send us your product photo or logo, headline, 35 words, and web link. (Added value \$1,963 net)



BONUS COVERAGE: ASM June 20-24 San Francisco

AD DEADLINE: May 1 **MATERIALS:** May 6

SUBMIT ARTICLES TO OUR EDITORS

Lisa Moynihan Imoynihan@mlo-online.com | **Janette Wider** jwider@mlo-online.com

REACH OUT TO YOUR ACCOUNT EXEC TODAY

EAST | MIDWEST - except IL: Carol Vovcsko 941-321-2873 CVovcsko@MLO-online.com

WEST | SOUTH | IL: Lora Harrell 941-328-3707 LHarrell@MLO-online.com